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Buyers' Outlook Changes to Optimistic For Housewares Show: Pp. 16-71

Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

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Discounters Boost Consumer Research as Buyer Aid

Nationwide DSN Report

Sharp buyers and merchandisers aren't enough. Neither are financial wizards. To keep pace with business today, many discounters are turning increasingly to the pollster.

"The increase in market research is a reflection of the tremendous competition today," said Woolco's director of marketing research Art Gross. "It is one way to try and get an edge over the competition."

Chains such as K mart, Woolco, Target, Zayre and others have conducted consumer interviews for years, but the pace of change in today's marketplace has led to increasing reliance on surveys, focus groups and other types of studies to forecast profitable areas in merchandising and weaknesses in store appeal throughout the industry.

(K mart's decision to upgrade stores and merchandise lines, in fact, came after consumer research in several of the chain's major markets indicated that its customer base would be willing to trade up in price points.)

The increased use of market research—principally exit interviews outside stores or smali groups of customers used to pretest advertising—has also led to the addition of headquarters specialists at chains large enough to afford the expertise.

T.G. & Y. and Murphy's Mart are two chains which recently developed in-house departments for research, for example. Both chains will design surveys themselves, saving significantly on costs of having it done by an outside firm. In some cases both chains will use their own personnel to conduct the interviews. (Some estimates put the cost of a single-location survey asking for 300 to 400 respondents at close to $4,000 when done by an outside firm.)

"Our cost is not that great, compared to the millions of dollars in inventory needed for addition of a major merchandise line," said T.G. & Y. director of planning Homer McAvoy. "Sometimes it is hard for a buyer sitting in the office to get a feel for what's going on, because the sales figures will show what the customers want, but not why. Was it the price, color, style? Were they attracted to the assortment? You see this occurring in wearables all the time. We can determine the reason with research."

T.G. & Y. president Dan Kelly pointed out that one major use of research will be as an aid to the buyer's function. He said the chain has used three outside sources to conduct research in the past, and the in-house operation will be more cost effective. Initially, the department will have one full-time staff member and a second person working part-time, with other additions possible in the future.

(T.G. & Y. will also be able to use the resources of its parent, City Products, which has a large market research team.) Research on product categories will probably not be underway before 1982, McAvoy said.

At Murphy's Mart, parent G. C. Murphy recently imported Blair McRae from Lazarus

(Continued on page 77)

Zayre Will Invade Milwaukee in Four Ex-Treasure Islands

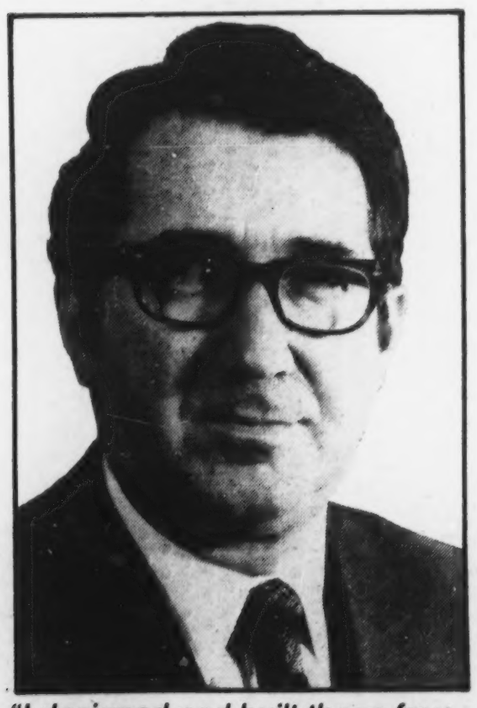
MILWAUKEE—Zayre has signed a definitive agreement with J. C. Penney for 70,000 sq. ft. of space in each of the retailer's four Treasure Island discount stores here.

Penney shuttered its discount division—which also operated stores under The Treasury name—earlier this year after seven consecutive years of losses.

Zayre will share the space in the giant 150,000-plus-sq.-ft. units with its T. J. Maxx specialty apparel shops, Coles Department stores, and a supermarket chain. The Maxx units will occupy 20,000 sq. ft. in three of the four stores, as will the Coles stores and the supermarkets. Final lease details were not available at presstime.

The move, which will put the Massachusetts-based retailer into the Lake Michigan city for the first time, also marks the return of the stores to the care

(Continued on page 77)



"I designed and built those four [Treasure Island, Milwaukee] stores."—Maurice Segall, president and ceo, Zayre.

Housewares on Fashion Bandwagon

Caldor is one of a number of discounters merchandising housewares and electrics as a fashion hard goods department. Display efforts, shown in the Taunton, Mass., store, include use of natural wood flats and buildups for vignette presentations, and the suspending of professional cookware from ceiling-hung racks. Electrics are displayed on natural wood gondola runs. Most items are mass-displayed to maximize impulse sales. See housewares section, pp. 16 to 71.

(DSN photo)

Wal-Mart to Save $4M In Buying 104 Big Ks

BENTONVILLE, Ark.—Time was on Wal-Mart's side, and the chain's patience paid off.

Closing the new deal to acquire Kuhn's-Big K will cost $4 million less than a buyout offer Wal-Mart made and then withdrew last December.

Wal-Mart's interest in acquiring the 104 Big K stores never waned, despite the on-again, off-again appearance of negotiations. Details of Wal-Mart's strategy emerged in a DSN interview with chain president Jack Shewmaker:

"When we walked away the first time, we realized we might have the opportunity of picking up the stores piecemeal and perhaps at a lower price. We also had the advantage of knowing the best locations."

Wal-Mart also knew that competitors with the resources to buy Big K—whose stores size and geographical base would make the chain a tempting purchase—were almost nonexistent. In addition, landlords, whose lease clauses caused Wal-Mart to abandon earlier acquisition plans, were pinched as Big K's fortunes continued to fall—a $5.4 million loss last year and $3.5 million loss for the first quarter of this year. It was a buyer's market.

The current offer, which Shewmaker characterized as "irrevocable" from Wal-Mart's end and which seems certain to go through, may also be even sweeter than it appears:

(Continued on page 11)

Woolworth, Paring Woolco, to Swell Specialty Chains

Pennington to Help Plan Diversification

By Iris Rosenberg

NEW YORK—F. W. Woolworth Co.'s long-range game plan—the redeployment of assets, including the continued paring down of its less-than-profitable Woolco division, and the expansion of its specialty retailing group, particularly J. Brannam and The Footlocker—was outlined for shareholders attending the giant retailer's annual meeting here.

"We are in the process of reorienting our asset base away from areas producing low or no return on investment to other divisions with a higher return or with a promise of greater return," Richard L. Anderson, president and coo, told the record crowd of 1,500 shareholders.

The revamping program, which chairman Edward Gibbons promised shareholders would position the company for the 80's, included:

- Redeployment of assets: In 1980, this part of the plan led to the sale of the company's Spanish operations, and this year will see the sale of a 51% majority ownership in the company's Mexican operations. The capital from the sale will be used to expand the division.
- Continued corporate support of good operations: These operations include the Woolworth variety stores, the Kinney Shoe division, and the Canadian and Mexican subsidiaries.
- Restructuring of those divisions with an inadequate ROI: This has led to the reorganization of the district manager structure at the company's Susie Casual chain; the fully online startup in April 1981 of a newly installed EDP system; and the closing of six Woolco stores over the past two years, the slated closing of another five in 1981, and the trimming of

(Continued on page 6)

Dr. Alan Pennington

NEW YORK—"It's alright to put all of your eggs in one basket—as long as you watch the basket very carefully."

Two weeks into his new job—executive vice president, marketing, for the F. W. Woolworth Co.—Alan Pennington was talking about the pros and cons of corporate diversification.

For the 41-year-old Midwesterner—and the 102-year-old company that just hired him away from Dayton Hudson—there seems to be few cons and little disagreement on the issue, because, after all: "How many years can you pin your growth on opening 100 new stores a year?"

For Woolworth, now embarked on a diversification and redeployment of assets course, Pennington is a logical choice

(Continued on page 6)

Fred Meyer's Board Weighs KKR's Third Takeover Bid

PORTLAND, Ore.—Fred Meyer's board of directors was still meeting at presstime to decide whether or not to accept the most recent takeover offer from Kohlberg, Kravis & Co. (KKR), an investment banking firm, for $401.5 million, or $55 a share.

The deliberations began shortly after the retailer's annual meeting was held here last month. At that time, shareholders learned that the chain was seriously considering the offer, and that the takeover bid was firm at $55 a share. KKR's bid for the Northwest retailer, made on June 3, had contained a proviso which stated that if the company failed to sell off its ailing savings and loan operation the offering price would drop to $53 per share. On the day of the annual meeting, Fred Meyer executives received word that the Home Loan Bank Board in Washington, D.C., had approved the sale of the savings and loan operation to Daniel K. Ludwig of New York for a reported $24 million. The sale agreement had originally been signed last fall but was delayed pending Federal and state approval.

This is the third unsolicited bid in less than a year that the chain has received from KKR. Both of the previous offers, each for $45 a share, were rebuffed by Meyer's board as inadequate and not in the best interests of the company or its shareholders.

The latest offer, Green said, does not include any of the conditions set forth in the prior bids, specifically that the deal would require the involvement of Meyer's existing management in a leveraged buyout.

It was uncertain at presstime, however, whether the present board and/or management would remain in place if the deal were consummated. However, KKR does not have any expertise in management, so it could be to its advantage to keep present management in place.

With the stock now trading at around $47 per share, as a result of the latest takeover bid, Meyer's board may find itself hard-pressed to justify to shareholders why it didn't accept the offer.

In fact, there was a great deal of speculation before the meeting that the company could expect some fireworks from shareholders who might feel left out of the decision-making process.

While most of the record-breaking crowd attending the meeting were mollified by president Green's detailing of what steps would make up the decision-making process—including advice from the retailer's investment bankers, lawyers, and a merger-and-acquisition expert—at least one shareholder voiced a dissenting opinion:

"I simply stand up to say that our analysis says the $55 per-share offer is a very adequate and fair price for this company," Bruce Robb, senior vp, treasurer, Safeco Insurance, told the meeting. Safeco owns approximately 4% of the company —7.3 million shares.

Many industry observers agree. Prior to KKR's latest bid, Fred Meyer's stock traded for about $37 a share, and some analysts feel that price is closer to the fair market value of the stock.

Sales for the first quarter ended May 23 rose 12% to $297 million. Green noted that sales were affected by the closing of one unit near Seattle, and the loss of a second store to fire in Lakewood, Wash. First quarter earnings figures were not available at presstime.

Sales for the 1980 53-week period rose 16% to $972.8 million with earnings from continuing operations up 20% to $26.5 million. On a comparable 52-week basis, sales increased 14%.

Meyer Plans Six Bows in '81-82

PORTLAND, Ore.—Fred Meyer has unveiled an expansion program that will see the chain grow by six units over the next two years.

Two approximately 165,000-sq.-ft. stores are scheduled to open in 1981: in Oregon City in August, and Richland, Wash., in November. Richland is a new market for the chain.

Construction for four units, scheduled for opening in 1982, will also begin this year. Two of these stores are replacement units: in Tacoma, where the new store will replace one destroyed by arson, and in Gateway, east of Portland. The other stores are slated for Medford, Ore., a new market for the chain, and Cornelius, Ore.

In addition, the chain plans to begin opening new, full-scale stores in eastern Washington, eastern Oregon, Idaho and western Montana. To support this expansion the chain recently sold off its Roundup grocery wholesale division.

The wholesale operation serviced independent stores in those areas. According to Cyril K. Green, Meyer president, opening Fred Meyer stores in that area, while still operating the wholesale arm, would have placed those units in direct competition.

In 1980, the chain increased its total square footage 9% over fiscal 1979. Fred Meyer purchased a large store in Puyallup, Wash., near Tacoma, and opened three new stores: one, a large unit, in Tualatin, Ore.; another in Kirkland, Wash., and a smaller-sized store in The Dalles, Ore.

The Dalles unit, an experimental store for smaller market areas, is still being evaluated and Green said no plans yet have been set for expansion of this smaller prototype.

Reportedly at a Big Loss

Alexander's Sells Margo's Chain to Elder-Beerman

NEW YORK—Alexander's has sold its chain of Margo's La Mode fashion specialty stores to the Elder-Beerman Stores Corp. of Dayton, Ohio, at a substantial loss.

Elder-Beerman will absorb Margo's financial obligations up to $7 million, paying a nominal purchase price for the chain's stock in order to exchange ownership. If the obligations exceed $7 million, Alexander's may supplement Elder-Beerman's contribution, an Alexander's spokesman reported.

The loss on the disposition of Margo's, net of income tax benefit, is reported to be approximately $7 million, and will be reflected in the earnings statement of Alexander's fourth quarter of this fiscal year.

The sale is seen as a necessary step Alexander's must take to relieve the burden of the distant and difficult Margo's operation, which it acquired in 1979 for about $10 million. During its first year under the direction of Alexander's—fiscal 1980, ended July 26, 1980—Margo's contributed a substantial portion of Alexander's sales gains. Margo's also caused much of its parent's substantial earnings decline during that period, a time when Alexander's sales were sluggish under pressure of heavy markdowns.

For the third quarter of fiscal 1981, ended May 2, Alexander's reported a net loss of $3.1 million on sales of $103.8 million, a 4.1% gain.

Alexander's had been in the process of converting the original Margo's to "personal-sized" Alexander's, but ran into a series of problems ranging from unexpectedly heavy retail competition to an inability to achieve a viable merchandising mix, and an ineffective inventory management system. Alexander's had also just opened four new Margo's in Denver with a much-advertised combined Alexander's-Margo's store logo.

Formal Planning Program Boosts Productivity: Poll

NEW YORK—One of the first in-depth surveys of productivity programs in retailing reveals a positive correlation between higher productivity and formal strategic planning.

But, it also revealed that retailers are generally dedicating fewer resources to productivity improvement efforts than other industrial groups.

The study, conducted by the international accounting firm of Arthur Young & Co. for the Association of General Merchandise Chains (AGMC), surveyed over 70 different productivity improvement programs at 23 variety and discount store chains with combined retail sales of over $28 billion and over 7,500 store locations. While the survey ranged from single-store operations to chains with over 2,000 units, over 50% of the respondents had 1980 sales of over $100 million. Sales per square foot of selling space averaged $82.50.

Higher productivity levels were reported by 71% of the retailers who instituted formal, combined short-range and long-range planning programs. Of those reporting lower productivity levels, only 33% indicated that formal planning had been in use.

The programs spanned the areas of distribution, merchandising, advertising, promotion and financial management as well as operations. The most frequently mentioned program was methods improvement, including store reporting procedures, layouts and scheduling.

Programs considered successful by respondents' own criteria included inventory management systems, management training programs, electronic funds transfer systems, use of flex-time and part-time staff in personnel scheduling and installation of new equipment to improve merchandise distribution.

While the study revealed that well-managed productivity programs are a key to improving overall company profitability and return on assets and equity, the results also showed that retailers are lagging in developing strategic plans and appropriate productivity evaluation measures.

(Continued on page 77)

Loss Prevention Parley Is Scheduled by NMRI

NEW YORK—The National Mass Retailing Institute will hold its 11th annual loss prevention conference Sept. 9-11 at Chicago's Marriott Hotel.

The conference, for discounters' prevention and operation personnel, will kick off with a general session called "You Catch a Thief," at which Frank W. Abagnale, president Frank W. Abagnale & Associates, will be the speaker. Eric Zorn, vice president, security, Jamesway, will the moderator.

Some of the other workshops and seminars on the agenda, and the retailers leading the discussions, will include: employee theft, Dick Clark, ShopKo Stores; refunds/exchanges/layaways, Pat Wallace, Zayre; alarm systems— problems and experiences, Tom Coughlin, Wal-Mart; point of sale—theft and fraud, T. V. Wasson, Richway; employee theft in retail organizations, Dr. John P. Clark and Dr. Richard C. Hollinger, research on organizations and occupations, Sociology Department University of Minnesota.

Retailers interested in attending should contact Gerald Jacobskind, educational services director, NMRI, 570 Seventh Ave., New York, N.Y. 10018 212-354-6600. The Marriott has a three-week cutoff date for room reservations.

Karch Quits Vornado; Was Exec VP, COO

GARFIELD, N.J.—Seymour Karch, executive vice president and chief operating officer of Vornado, parent of the troubled Two Guys discount store chain, has resigned.

Inside sources said that Karch, who announced his resignation "to pursue other interests," will leave Vornado at the end of July. No successor had been named at presstime.

Karch joined Vornado in March 1980, after the resignation of Bernard R. Kossar as president and director. Since then the presidency has remained vacant. Frederick Zissu, a lawyer and long-time Vornado executive, is chairman and chief executive officer, while Steven Roth, a general partner of Interstate Properties, a New Jersey real estate firm, which owns 18% of Vornado and has a majority position on the board, is chairman of the executive committee.

Interstate Properties took control of Vornado after a bitter proxy battle in May 1979, after convincing shareholders that the Two Guys chain would be more valuable as a real estate entity than as a retailing concern. In January 1980, Vornado leased out 12 of its Two Guys stores in the Philadelphia area to Montgomery Ward, but since then no other Two Guys have been disposed of.

The 60 remaining Two Guys stores continue to have earnings problems. Vornado announced a loss of $7.6 million for the first quarter of its fiscal year ended May 2, 1981, about the same as reported in the 1980 period. The company has reported deficits for three of its last four fiscal years, including a $3.6 million loss for the year ended last Jan. 31.

In This Issue...

ON WITH THE SHOW. Housewares buyers have converged, in a bullish mood, on Chicago for the semiannual housewares show. Among their preshow reports, as noted in DSN's special section: Chain inventories are generally thin, and an expected proliferation of promising new products at the show, coupled with a belief that the economy is turning around, should engender an active buying atmosphere at the exposition. (Pp. 16-71)

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Vol. 20, No. 14 July 13, 1981

ELECTRIC HOUSEWARES

These electric housewares figures, for Jan. 1 through May 23, supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount clients.

SPECIALTY ELECTRICS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Wear-Ever Popcorn Pumper	4,154	28.19	117,101.26
2	—	Hamilton Beach Popcorn Pumper	1,741	27.14	47,250.74
3	—	Shetland Corn Popper	1,550	16.80	26,040.00
4	2	Presto PopCornNow	958	26.81	25,683.98
5	3	Presto Fry Daddy	951	26.86	25,543.86
6	5	Hamilton Beach Fry All	1,263	14.71	18,578.73
7	4	Hamilton Beach Butter-up popper	587	15.93	9,350.91
8	6	West Bend Butter Mtc ppcrn mkr	512	13.16	6,737.92
9	—	Northern ice cream maker	1,968	1.19	2,341.92
10	—	Northern ice cream freezer	133	13.96	1,856.68
		TOTALS	13,817		280,486.00

SLOW COOKERS

1	1	Rival 3½-qt removable liner	2,648	22.64	59,950.72
2	2	Rival 3½-qt almond	4,195	13.75	57,681.25
3	3	Rival 5-qt removable lnr, beige	1,506	27.71	41,731.26
4	—	Rival 3½-qt, flame	2,099	12.44	26,111.56
5	4	Rival 5-qt removable lnr, avcdo	645	22.58	14,564.10
6	—	Rival 1-qt Crockette	112	12.35	1,383.20
		TOTALS	11,205		201,422.09

TOASTERS

1	1	Proctor Silex 2-slice, promo	3,684	12.51	46,086.84
2	—	Toastmaster 2-slice, promo	3,002	13.46	40,406.92
3	3	Toastmaster 4-slice	1,486	22.43	33,330.98
4	4	Proctor Silex 4-slice, promo	1,678	19.11	32,066.58
5	6	Toastmaster 4-slc, dl ctrl, wd tn	751	31.45	23,618.95
6	—	Proctor Silex 2-slc, Brdmts	1,516	13.36	20,253.76
7	—	Toastmaster 2-slice, automatic	1,142	16.44	18,774.48
		TOTALS	13,259		214,538.51

DRIP COFFEEMAKERS

1	3	Proctor Silex 10-cup	11,726	20.03	234,871.78
2	1	Norelco 10-cup Dial-a-Brew	3,981	24.55	97,733.55
3	2	North Amer Mr. Coffee 10-cp, almd	2,272	29.51	67,046.72
4	—	Hamilton Beach 12-cup	2,399	21.31	51,122.69
5	7	Hamilton Beach Mini-Drip II	2,706	16.05	43,431.30
6	4	North Amer Mr. Cffe 12-cp w/svr	582	45.31	26,370.42
7	5	Nrth Amer Mr. Cffe 10-cp w/svr, alm	520	39.53	20,555.60
8	9	Norelco Express 4-cup	849	21.26	18,049.74
9	8	Norelco 12-cup Dial-A-Brew II	340	36.43	12,386.20
		TOTALS	25,375		571,568.00

CURLING WANDS

1	—	Shetland Two-to-Get Set	5,029	9.33	46,920.57
2	—	Shetland Curling Brush	5,777	5.74	33,159.98
3	1	Clairol Crazy Brush	2,066	10.93	22,581.38
4	4	Conair Curling Brush	2,547	8.71	22,184.37
5	—	Georgie Adjustable Crlng Brsh	1,786	10.08	18,002.88
6	3	Clairol Crazy Curl	1,336	12.09	16,152.24
7	—	Dazey Beauty Curl	5,177	2.80	14,495.60
8	5	Northern Pro Styling Brush	2,090	6.86	14,337.40
9	6	Norelco Wave Maker	1,109	11.71	12,986.39
10	8	Conair Curls 'N Curls	2,535	5.00	12,675.00
11	—	Northern Pro iron, chrome	2,532	4.90	12,406.80
12	7	Norelco Curl Q	960	10.39	9,974.40
13	14	Georgie Curling Brush	1,063	8.05	8,557.15
14	—	Sassoon Prof Curling Iron	796	7.83	6,232.68
15	2	Gillette body & curl	440	12.93	5,689.20
16	12	Dallas Hot Pick	348	11.43	3,977.64
17	—	Sassoon Prof Brush Iron	379	9.78	3,706.62
18	9	Gillette Super Curl	242	12.10	2,928.20
19	—	Clairol Crazy Curl Compact	103	12.75	1,313.25
		TOTALS	36,315		268,281.75

(Continued on page 27)

PIA IMA®

PRODUCT MOVEMENT AUDIT

Personal Care Dominates Hot New Electrics

By Howard Bobroff
President,
Myron Nickman Distributors

The search for new electric housewares was answered with a dozen products showing up for the first time on the Product Movement Audit for the Jan. 1 through May 28 period.

Personal care appliances dominated the listing of new items on the latest audit, reflecting the cate-

(Continued on page 27)

Away We Go

The following "High Risers" chart lists items (and their rank) that have moved up five or more places from the previously published Myron Nickman electrics housewares report. The "New Items" chart lists products (and their rank) that are appearing for the first time on the audit.

Category/Items — **Rank**

HIGH RISERS

STYLER/DRYERS
Conair 1200W Pro Styler w/brush ... 4
Clairol 1000W Dry Guy ... 13
Northern 1200W compact ... 18

CURLING WAND
Dazey Beauty Curl ... 7
Northern Pro Iron, chrome ... 11
Clairol Crazy Curl compact ... 19

DRIP COFFEEMAKERS
Hamilton Beach 12-cup ... 4

SPECIALTY ELECTRICS
Hamilton Beach Popcorn Pumper .. 2
Northern ice cream maker ... 10
Northern ice cream freezer ... 11

SLOW COOKERS
Rival 3½-qt, flame ... 4
Rival 1-qt Crockette ... 6

TOASTERS
Toastmaster 2-slice, promo ... 2
Proctor-Silex 2-slice, Breadmates ... 6
Toastmaster 2-slice, automatic ... 7

BLENDERS
Waring 2-speed ... 3

STAND MIXERS
Sunbeam w/dough hook, almond ... 1
Hamilton Beach 9-sp w/dough hk ... 3

HAND MIXERS
Waring 12-speed, white ... 2
Hamilton Beach 3-sp, gld, det crd ... 3
Sunbeam 5-pc Burst Power, almd .. 4
Hamilton Beach 3-sp, almd, det crd . 5
Hamilton Beach 3-speed, almd ... 9
Waring 6-speed, almond ... 11

CAN OPENERS
Rival, gold ... 5

IRONS
Sunbeam Shot of Steam ... 5
Proctor dry/steam/spray iron ... 7

NEW ITEMS

STYLER/DRYERS
Shetland 1200W Visa ... 1
Georgi 1400W Turbo Dryer ... 9
Sassoon 1200W Pro mid-sz dryr .. 16
Clairol 1200W Air Express, cmpt .. 19
Sassoon 1500W Pro Eurpn Styler . 20

CURLING WANDS
Shetland Two-to-Get Set ... 1
Shetland Curling Brush ... 2
Georgi Adjustable Curling Brush .. 5
Sassoon Pro Curling Iron ... 14
Sassoon Pro Brush Iron ... 17

SPECIALTY ELECTRICS
Shetland Corn Popper ... 4

IRONS
Hamilton Beach Speed-O-Light II ... 3

FOLLOW THE LEADER.

Consumers have been following us for years...every time they bought a roll of Ruffies™ Trash Bags.

By following us, thousands of non-food retailers have been making sizeable sales and profit gains.

Now even our competitors have decided to follow us.

They've "borrowed" our bag-on-a-roll concept. They've imitated our 2-ply bag as best as they could. They even copied our stand-up sleeve pack and product counts.

But they can't duplicate the established Ruffies brand name. Ruffies' consumers know it means high quality trash bags for lower prices. And we tell them in our advertising to buy them in your stores.

Nor can our competitors copy Ruffies' patented zip-open dispenser package. The one and only convenient way to use "sleeve packed" bags on a roll.

As for marketing expertise, Ruffies is indeed the leader. *We invented quality "sleeve packed" bags.* Since then we've constantly improved upon it. Our experience has developed a remarkable dealer service network...and a product that others can only hope to imitate.

Sure, we're flattered by imitation. But it makes us feel all the more sure of ourselves when they can only copy part of the Ruffies' success.

So when it comes to trash bags, follow the leader. Ruffies Trash Bags.

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PRODUCT MOVEMENT AUDIT

New Electrics

(Continued from page 24)

gory's overall strong showing during the year.

The housewares show is scheduled to witness a broad range of new kitchen appliances, including items with more electronic controls, multi-function food preparation appliances, and specialized products such as a portable, butane-heated, curling wand.

On the current audit, curling wands and styler/dryers are the top two items in terms of number of models to make the ranking, with hair dryers second in total dollar movement and third in total unit movement, and wands No. 1 in total unit movement and fourth in total dollar movement.

The five styler/dryers debuting on the PMA illustrate the two key consumer interests for its merchandise—low price for high wattage and compactness for portability.

High wattage at a price was behind the Shetland 1200-watt Visa units vaulting into the No. 1 place on the chart. The average $8.03 retail made the unit the lowest priced style/dryer on the report.

Price points of under $15 helped to propel the Georgie 1400-watt and Sassoon 1200-watt units into Nos. 9 and 16. The latter also relied on the Sassoon name, which has developed an identity in the hair care field, and this consumer recognition helped the Sassoon 1500-watt European model to show up as No. 20 despite having the highest average retail, $23.50, of any unit on the record.

Compactness, along with a low $12.08 average retail, was behind the Clairol 1200-watt Air Express unit debuting as No. 19. The styler/dryer was one of about a half-dozen units to make the PMA.

Price is particularly important in the curling wand area, with only seven of the 19 items having $11 or higher average price points.

The two Shetland models that were the top items had tags under $10, with the Shetland Two-to-Get Set unit offering the feature of two barrels for its step-up, $9.33 average retail price.

The Sassoon name also showed up on the new curling wands, so that discounters and other retailers can offer a complete assortment of styler/dryers and curling wands under this brand. In the curling wand area, however, both Sassoon products were tagged under $10.

The curling wand category was divided about evenly between wand curlers and curling brushes, denoting the broad consumer interest in these two types of curlers. This interest has resulted in retailers having to carry a large number of sku's for what is a tight assortment of items.

The large number of models in the personal care electrics area compares to much fewer units in the kitchen appliance area. This is due to the dominance by a few brands in such categories as hand mixers, irons and slow cookers.

Drip coffeemakers continue

(Continued on page 75)

ELECTRIC HOUSEWARES

(Continued from page 24)

STYLER/DRYERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Shetland 1200W Visa	5,743	8.06	46,288.58
2	1	Conair 1000W Pro Dryer	2,958	13.36	39,518.88
3	4	Conair 1200W Pistol Power	2,774	11.98	33,232.52
4	13	Conair 1200W Pro Styler w/brsh	1,219	22.09	26,927.71
5	3	Gillette 1000W Supermax 2	1,258	20.13	25,323.54
6	9	Northern 1200W	1,468	10.79	15,839.72
7	6	Norelco 1000W Gotcha Gun	1,260	11.18	14,086.80
8	12	Northern 1200W fldng mn dryr	1,232	10.35	12,751.20
9	—	Georgie 1400W Trbo Dryr	967	12.90	12,474.30
10	7	Gillette 1200W Supermax	537	20.18	11,174.97
11	8	Northern 1000W	835	13.21	11,030.35
12	15	Clairol 1200W Son of a Gun	499	20.83	10,394.17
13	—	Clairol 1000W Dry Guy	490	19.98	9,790.20
14	14	Norelco 1200W Gotcha Gun	622	14.25	8,863.50
15	2	Gillette 1400W Supermax Pro	540	15.56	8,402.40
16	—	Sassoon 1200W Pro md-sz stylr	462	13.91	6,426.42
17	5	Conair 1250W Vagabond	425	14.86	6,315.50
18	—	Northern 1200W Compact	670	9.03	6,050.10
19	—	Clairol 1200W Air Express, Cmpct	325	12.08	3,926.00
20	—	Sassoon 1500W Prof European Styler	125	23.50	2,937.50
21	10	Windmere 1250W Boss	205	12.38	2,537.90
		TOTALS	24,614		314,292.26

IRONS

1	1	Proctor Silex Steam	4,520	13.34	60,296.80
2	2	Sunbeam self-clean promo	1,251	23.76	29,723.76
3	—	Hamilton Beach Speed-O-Light II	567	18.59	10,540.53
4	8	Struhl Travel iron	1,529	5.94	9,082.26
5	—	Sunbeam Shot of Steam iron	278	30.79	8,559.62
6	3	Proctor Silex Ldy Lght spry/stm	265	23.64	6,264.60
7	—	Proctor dry/steam/spray iron	363	15.86	5,757.18
8	6	Sunbeam steam iron, promo	309	14.71	4,545.39
		TOTALS	9,082		134,770.14

FOOD PROCESSORS

1	2	Hamilton Beach Cuisine Machine	3,128	47.64	149,017.92
2	1	Sunbeam Le Chef	117	108.91	12,742.47
		TOTALS	3,245		161,760.39

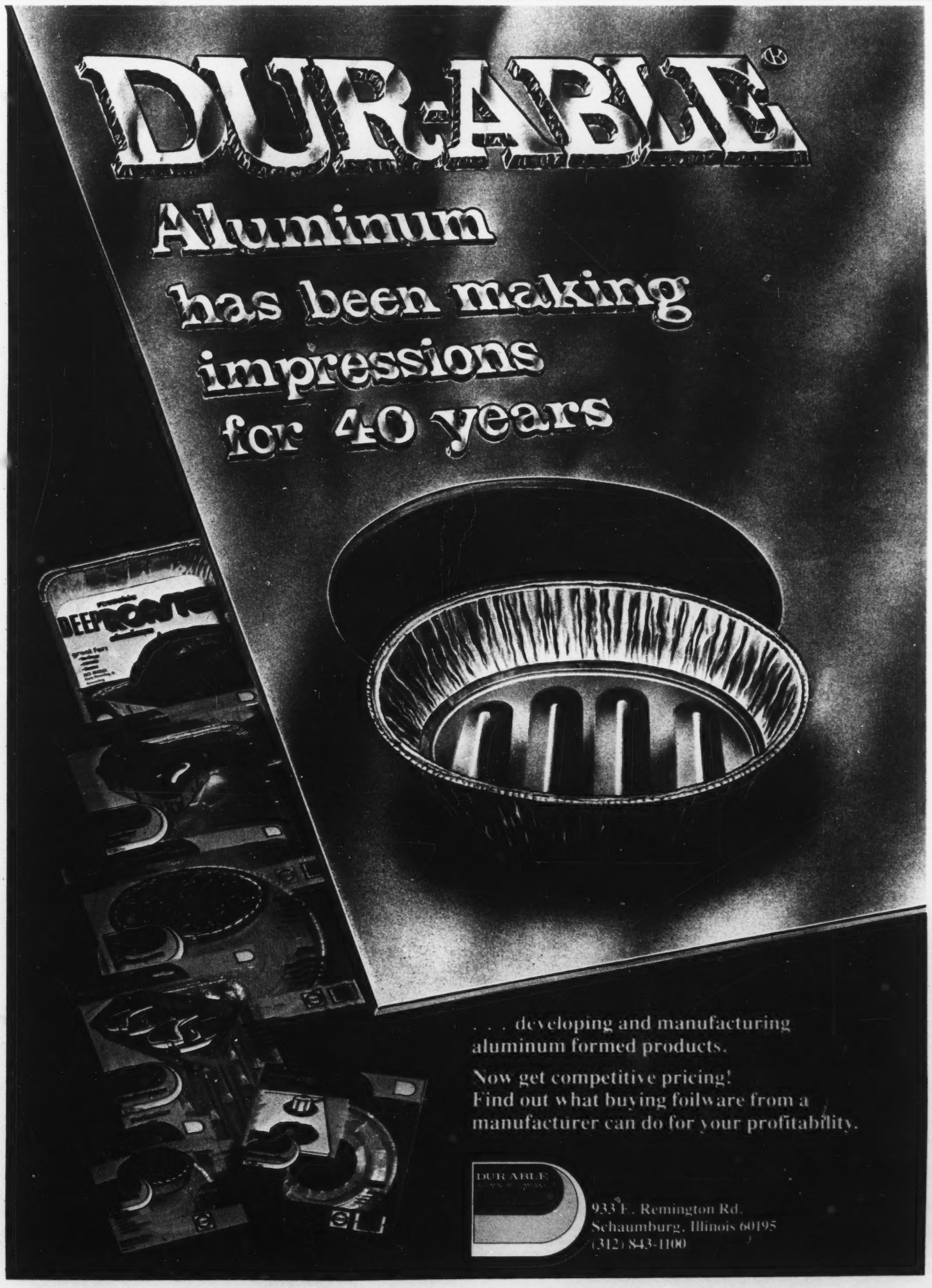
HAND MIXERS

1	3	Sunbeam 3-speed, white	1,792	13.14	23,546.88
2	—	Waring 12-speed, almond	1,428	15.05	21,491.40
3	—	Hamilton Beach mxr, 3-sp, gld, dt crd	1,510	13.79	20,822.90
4	—	Sunbeam, 5-sp Brst of Pwr, alm	903	16.98	15,332.94
5	—	Hamilton Beach 3-sp, alm, dt crd	1,402	13.73	19,249.46
6	1	Hamilton Beach 3-sp, gold	1,516	11.48	17,403.68
7	4	Sunbeam 5-sp Brst of Pwr, wht	360	23.74	8,546.40
8	5	Waring 6-speed, white	633	13.38	8,469.54
9	—	Hamilton Beach, 3-sp, almond	666	12.70	8,458.20
10	2	Hamilton Beach 5-sp w/case, almd	188	19.36	3,639.68
11	—	Waring 6-speed, almond	153	11.10	1,696.30
		TOTALS	10,551		148,659.33

CAN OPENERS

1	1	Rival, almond	4,924	11.26	55,444.24
2	6	Rival Slimline w/knf shrp, almnd	2,242	14.89	33,383.38
3	2	Rival w/knife sharp, wht	2,459	12.80	31,475.20
4	8	Rival w/knife sharp, gld	1,359	12.69	17,245.71
5	—	Rival gold	1,248	1.18	14,726.40
6	6	Rival Slimline w/knf shrp, wht	636	15.33	9,749.88
7	3	Waring w/knife sharp	560	13.40	7,504.00
8	5	Dazey can opener	672	9.10	6,115.20
9	7	Oster, white	129	17.90	2,309.10
		TOTALS	14,229		177,953.11

(Continued on page 75)



ELECTRIC HOUSEWARES

(Continued from page 27)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
STAND MIXERS					
1	—	Sunbeam, w/dough hook, almnd	372	79.81	29,689.32
2	3	Sunbeam, w/dough hook, wht	217	82.79	17,965.43
3	—	Hamilton Beach 9-sp w/dgh hk	309	51.01	15,762.09
4	2	Waring 12-speed	643	23.29	14,975.47
5	1	Waring 6-speed, 2-way, wht	287	21.78	6,250.86
		TOTALS	1,828		84,643.17
BLENDERS					
1	4	Hamilton Beach 7-speed, almond	2,221	19.58	43,487.18
2	5	Hamilton Beach 14-sp, Bindr Pls, gld	1,196	29.40	35,162.40
3	—	Waring 2-speed blender	1,817	17.31	31,452.27
4	2	Waring, 8-speed, Titan	1,511	20.03	30,265.33
5	3	Waring 14-speed, almond	191	22.93	4,379.63
		TOTALS	6,936		144,746.81

New Electrics

(Continued from page 27)

to be the dominant kitchen electrics due to successful manufacturer efforts to upgrade this appliance through such features as timers and electronic controls. North American Mr. Coffee is due to unveil its first-timer controlled unit at the July housewares show.

Figures Analyzed

Specialty electrics, along with hand mixers, had the greatest number of different models showing up on the kitchen electrics audit. Specialty electrics included one new item, a Shetland Corn Popper, which joined five other popcorn makers on the chart.

Import-Item Show To Bow in Jan.

CHICAGO—Another housewares show is coming to Chicago.

The Merchandise Mart will host a Global Home Products Fair Jan. 15-21, 1982, at the Expocenter.

This show, which opens two days before the semiannual National Housewares Exposition at McCormick Place, will feature products just from foreign countries.

The Global show's hours will be from 10 a.m. to 10 p.m.

Storage

(Continued from page 68)

last July, down to $4.44 and again to $4.27 this spring, to get the item moving. He whittled the price down once more to $3.99 during the summer.

"Part of the problem was that the customer bought them and found they were not as handy as they had expected," Sorrenson said. The chain carries 20 sku's of Lustro-Ware storage items in red, yellow, white and brown. Sorrenson ranked the yellow and brown as tied for first place. The chain's Rubbermaid storage items come in second to Lustro-Ware in sales, he added.

Phoenix-based Smitty's buyer Muriel Palmer had mixed feelings about the storage container category, which she said had not yet made a big hit in the Arizona market.

Smitty's focused its attention on Rubbermaid storage items, since the name is presold to the customer. One of its best storage products is the Rubbermaid stacker, selling for $3.99 everyday, in the earth tone colors which are more attuned to the desert motif popular in the chain's selling market. Palmer has ordered off-brand storage crates, selling for $5.99 everyday, but is holding off on making commitments on promotions until she sees what her competition is doing with them. Like her counterpart at ALCO, Palmer said: "I don't need the markdowns."

Palmer brought in a hold-all wall grid for a special promotion and "laid the biggest egg you could imagine," she said. She'll have to mark down the items to clean the stores out. Despite this, she insisted that she would be looking for deals on storage items, believing that their day has yet to come.

Max-Way had great success with the milk crates in hi-tech colors from Rubbermaid and Fesco, according to a chain spokesman. Max-Way is still experimenting with storage products. It has only featured them on promotional tables and endcaps and has only given them an in-store promotional push thus far. Max-Way also tested Ingrid mini-carts for one tab and had a 100% sell-through. The chain is now considering bringing the item in for the fall housewares, and will be advertising, although the spokesman refused to give any details. The spokesman added that the chain will be testing a hold-all wall grid in the fall for possible introduction the following spring.

Gee Bee buyer Bob Kostial dipped his toe in the storage category waters with a Hi-Hi Instabasket organizing system. "Everyone is pitching the category but we haven't seen it move," he said. The chain is considering carving out a 4-ft. program for storage products, but had not decided on specifics at presstime.

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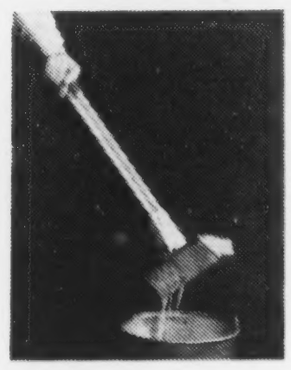

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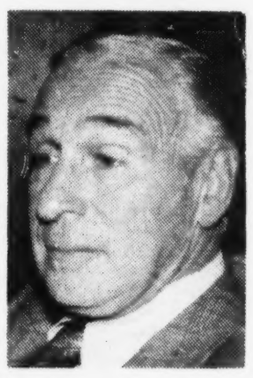
PRODUCT MOVEMENT AUDIT

Flock of New Items Due; 13 Hot on Coast

By Jerry Falk
Executive vice president, Bacar Inc., Distributors

New items will be making news at the housewares show.

The baker's dozen that showed up on the West Coast PMA for the first five months of the year portend an extensive introduction of products in Chicago.



The new items due to be shown at the show include basic plastics in two new colors, red and white; new dinnerware patterns; glassware that picks up colors and patterns used on dinnerware; storage products from a greater number of vendors, and more specialty cookware geared just to microwave oven use.

A small suggestion of the items that will be arrayed for discounters and other retailers at the show can be seen on the PMA in such instances as Durand's 16-pc. dinnerware set in the French Lily design; the metal holders used for Pyrex

(Continued on page 34)

On the March

The following "High Risers" chart lists items (and their rank) that have moved up five or more places from the previously published Bacar Inc. PMA. The "New Items" chart lists products (and their rank) that are appearing on the audit for the first time.

Category/Item — **Rank**

HIGH RISERS

TABLETOP
Expressions 20-pc set, Strawberry . . 1
Dimension IV 16-pc set, Cinnamon . 2

GLASSWARE
Wheaton 1-gal Sun Tea jar 2
Anchor Hocking 2-qt batter bowl 3
Libbey 7-oz Margarita glass 4
Anchor Hocking 2-lb sq candy jar . . . 9
Libbey crystal coffee mug 12
Anchor Hocking 2-gal jar w/lid 13
Libby 8-oz wine, Vin Connoisseur . 14

COOKWARE
Nordic Micro-Go-Round 1
Gen House Granitware 21-qt canner 2
T-Fal 10" skillet, rouge 3
Regal 10" skillet, SilverStone 4
Revere 3½-qt teakttle, cop-btm 7
Revere 3-pc bow set w/rings 9
Revere 2⅓-qt whst teaktl, cop-btm . 10
Revere 6-cup teakttle, cop-btm 11
Mirro 7-pc cook set, Silverstone . . . 15

GADGETS
Lux timer, single ding, white 1
Swing-A-Way hand can opnr, hrvst . 2
Foley coated jar lifter 3
Swing-A-Way hand can opnr, choc . . 4
OK wood util bd, 10" x 14" x ¾" 6
Trend steamer basket, 4-qt 8
Range Kleen 6" reflector pan 9
Irvin 6-wing corkscrew 10
Swing-A-Way jr hand can opener . . 11
Grayline jumbo shelf, 16" x 5" x 8" . 15

PLASTICS
Republic 1-pt uprite Freezette set . . . 3
Tucker 30-oz tumbler w/dispenser . . 4
Flambeau ice-e-pops 5
Republic ½-gal Freezette decanter . 6
Republic 1-gal Freezette refrig bttl . . 7
Lustro cov 4-pc bowl set, lime 8
Tucker 16-oz tumbler w/dispenser . 10
Sterilite corn skewer 11
Republic 2½-qt Freezette flat 12
Republic Freezette lrg meat kpr . . . 13
Eagle 1-qt clear juice decanter 14
Frigidaire ice cube tray 15

(Continued on page 34)

HOUSEWARES

These housewares figures for Jan. 1 through June 10, supplied by Bacar Inc., distributors, San Jose, Calif., cover 1,300 stores, including 200 discount department stores. Average retail prices listed reflect typical price points for discount clients.

TABLETOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	7	Expressions 20-pc st, Strwbrry	938	66.59	62,461.42
2	11	Dimension IV 16-pc st, Cnnmn	1,490	39.59	58,989.10
3	1	Expressions, 20-pc st, Wldflwr	867	66.59	57,733.53
4	4	Corelle, 20-pc set, gold	1,362	40.49	55,147.38
5	3	Expressions 20-pc st, Indn Smmr	827	66.59	55,069.93
6	2	Expressions 20-pc st, Mdw	654	66.59	43,549.86
7	12	Dimension IV 16-pc st, almnd	956	39.59	37,848.04
8	5	Corelle 20-pc set, white	977	37.79	36,920.83
9	8	Corelle 20-pc set, Woodland	851	39.59	33,691.09
10	13	Dimensions IV 16-pc st, Citrus	831	39.59	32,899.29
11	10	Corelle 20-pc set, blue	691	40.49	27,978.59
12	—	Corelle 16-pc set, gold	658	32.39	21,312.62
13	—	Durand 16-pc set, French Lily	580	35.50	20,590.00
14	—	Corelle 16-pc set, green	597	32.39	19,336.83
15	6	Corelle 20-pc set, green	470	40.49	19,030.30

GLASSWARE

1	3	Libbey, 6½-oz tll wn, Cttn	2,987	6.48	19,355.76
2	—	Wheaton 1-gal Sun Tea jr w/ld	3,748	4.14	15,516.72
3	—	Anchor Hocking 2-qt bttr bwl, clr	3,444	4.50	15,498.00
4	10	Libbey 7-oz margarita glass	6,012	2.07	12,444.84
5	5	Libbey 10-oz goblet, Cttn	1,824	6.48	11,819.52
6	—	Libbey 24-pc Entrtnr st, Twny	616	18.45	11,365.20
7	7	Libbey 11-oz white wn, Cttn	1,646	6.48	10,666.08
8	12	Libbey 24-pc st, Twny Trpcl	379	27.90	10,574.10
9	—	Anchor Hocking 2-lb sq cndy jr w/cov	4,595	2.25	10,338.75
10	6	Libbey 6½-oz rd wn, Cttn	1,577	6.48	10,218.96
11	13	Durand 24-pc set, Lancer	481	21.15	10,173.15
12	—	Libbey crystal coffee mug	8,617	1.17	10,081.89
13	—	Anchor Hocking 2-gal jr w/gls ld	802	12.51	10,033.02
14	—	Libbey 8-oz wn, Vin Connoisseur, 8-pc	793	11.88	9,420.84
15	—	Libbey 24-pc Entrtnr st, crystl	490	18.45	9,040.50

CORNING WARE

1	1	Microwave browning grill	2,215	26.09	57,789.35
2	—	Chef Master set, Wildflower	557	75.59	42,103.63
3	—	Chef Master set, Spice	426	75.59	32,201.34
4	—	10" Microwave browning sklt	1,062	25.19	26,751.78
5	—	Snack-It Set	2,256	11.69	26,372.64
6	10	Grab "4" It set	1,118	21.14	23,634.52
7	—	10" Pie plate, French White	3,129	6.73	21,058.17
8	15	Microwave set	450	44.99	20,245.50
9	—	2½-qt Round cssrl, Frnch Whi	1,250	16.19	20,237.50
10	—	3-pc French White set	540	35.99	19,434.60
11	—	Grab-A-Snack set	1,602	11.69	18,727.38
12	—	Grab-It set	1,674	11.06	18,514.94
13	11	2½-qt Oval cssr w/cv, Frnch Whi	1,105	16.19	17,889.95
14	—	Casser-ette	2,180	7.82	17,047.60
15	—	1-qt Microwave Cook 'N' Pour	996	16.19	16,125.24

PYREXWARE

1	2	3-qt Oblong bake dish	7,331	5.39	39,514.09
2	—	4-qt Oblong bake dish	4,477	7.55	33,801.35
3	—	2-qt Oblng bk dsh, Frsd Orgnls	1,570	16.01	25,135.70
4	—	2-qt Casserole, Frsd Orgnls	1,555	16.01	24,895.55
5	—	3-qt Bake dish w/basket	1,496	14.84	22,200.64
6	—	3-qt Utility dish, Fireside	3,755	5.38	20,201.90
7	8	4-pc Bowl w/lip set, Autumn Harvest	1,242	15.56	19,325.52
8	7	3-pc Casserole set, Atmn Hrvst	1,102	16.55	18,238.10
9	4	2-qt Oblong bake dish	3,684	4.85	17,867.40
10	—	2-qt Serving pitcher	1,726	8.99	15,516.74
11	5	1-pt Liquid measure	5,925	2.60	15,405.00
12	13	3-pc Mix bowl set, clear	2,189	6.92	15,147.88
13	—	1-cup Liquid measure	6,946	2.15	14,933.90
14	10	6-oz Custard cup, 4-pak	4,603	3.23	14,867.69
15	—	8" Square ck dsh, Frsd Orgnls	942	15.02	14,148.84

(Continued on page 34)

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HOUSEWARES

(Continued from page 33)

COOKWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	11	Nordic Micro-Go-Round	3,696	47.69	176,262.24
2	—	Gen Housewares Grntwr 21-qt cnnr	5,274	19.35	102,051.90
3	—	T-Fal 10" skillet, rouge	9,355	9.88	92,427.40
4	—	Regal 10" sklt, SlvrStn	4,547	9.88	44,924.36
5	5	Nordic microwave bcn/mt rck	5,754	7.64	43,960.56
6	4	Wear-Ever 10" chf fry pn, Prf SlvrStn	3,601	10.34	37,234.34
7	—	Revere 3½-qt tkttl, cop-btm	1,574	23.40	36,831.60
8	12	Melitta 10-cup drp cffmkr	4,388	8.09	35,498.92
9	—	Revere 3-pc bwl st w/rings	1,409	20.70	29,166.30
10	—	Revere 2⅓-qt whst tkttl, cop-btm	1,642	17.55	28,817.10
11	—	Revere 6-cup tkttl, cop-btm	1,699	15.75	26,759.25
12	9	Anchor Hocking mcrwv bcn rck	4,344	6.02	26,150.88
13	—	Dawo fluted tube pan, Teflon	3,256	7.64	24,875.84
14	1	T-Fal 7" skillet rouge	3,087	7.18	22,164.66
15	—	Mirro 7-pc ck st, almnd, SlvrStn	429	50.39	21,617.31

GADGETS

1	—	Lux timer single ding, white	3,913	6.97	27,273.61
2	9	Swing-A-Way hnd cn opnr, hrvst	5,117	3.77	19,291.09
3	—	Foley coated jar lifter	4,847	3.58	17,352.26
4	10	Swing-A-Way hnd cn opnr, choc	4,431	3.77	16,704.87
5	7	Range Kleen 8" rflctr pn, GE	9,144	1.80	16,459.20
6	—	OK wood util board 10" x 14" x ¾"	2,730	5.75	15,697.50
7	8	Range Kleen 6" reflector pan, GE	11,028	1.35	14,887.80
8	—	Trend steamer basket, 4-qt	2,009	6.75	13,560.75
9	—	Range Kleen 6" reflector pn	1,306	9.88	12,903.28
10	—	Irwin 6-wing corkscrew	2,784	4.48	12,472.32
11	—	Swing-A-Way junior hnd cn opnr	6,900	1.79	12,351.00
12	11	E-Z Foil electric burner bibs	5,976	2.06	12,310.56
13	—	Loft little sprout kit	2,294	5.35	12,272.90
14	4	Grayline 4-loop plate rack	5,206	2.33	12,129.98
15	—	Grayline jmbo shlf, 16" x 5" x 8"	3,071	3.94	12,099.74

PLASTICS

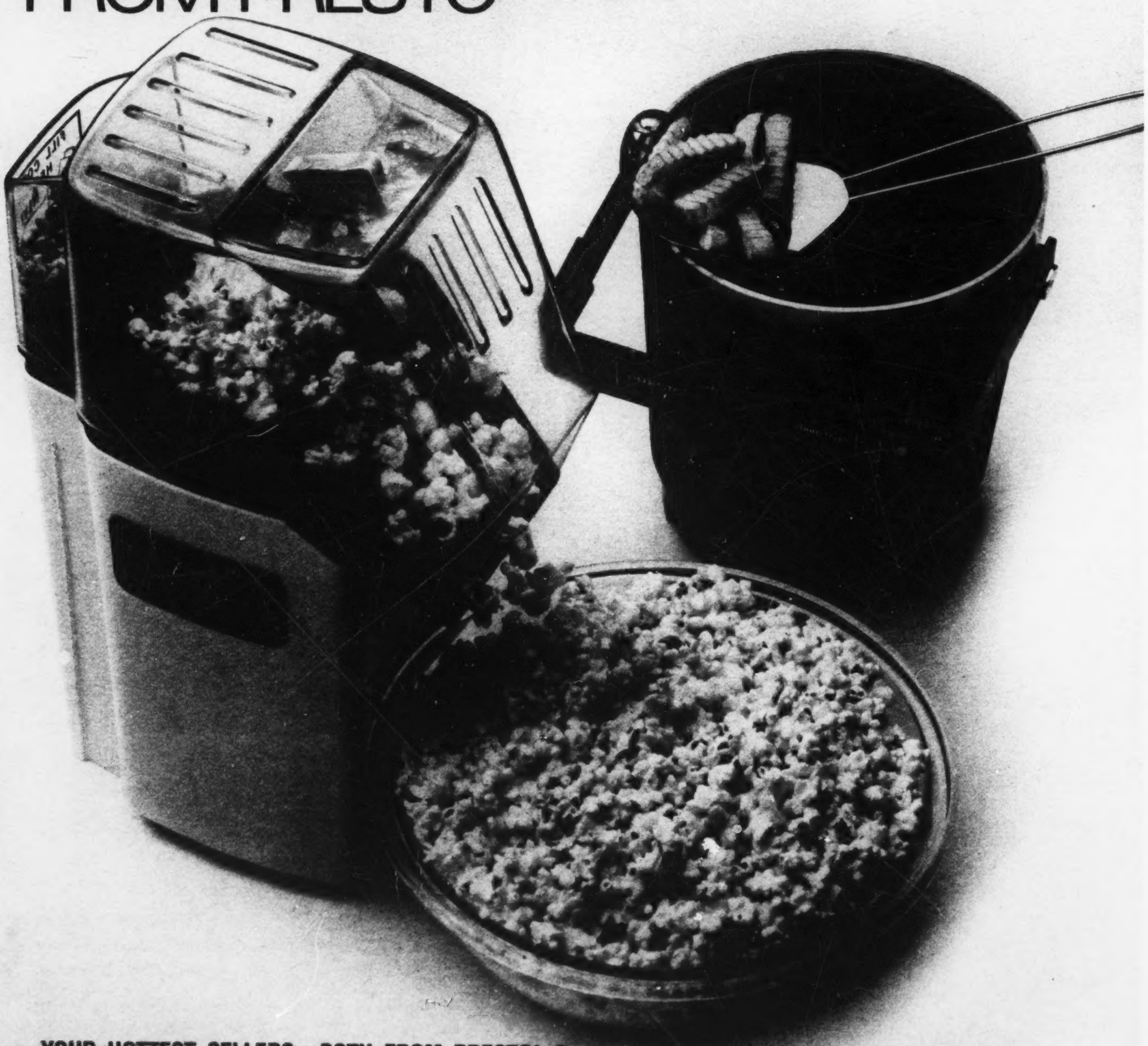
1	2	Tucker 30-gal garbage can	2,894	11.69	33,830.86
2	3	Republic 1-qt uprt Freezette st	5,543	2.96	16,407.28
3	9	Republic 1-pt uprt Freezette st	4,991	2.96	14,773.36
4	—	Tucker 30-oz tmblr w/dispenser	22,752	0.62	14,106.24
5	—	Flambeau ice-e-pops	11,808	0.80	9,446.40
6	—	Republic ½-gl Freezette dcntr	4,153	2.24	9,302.72
7	—	Republic 1-gal Freezette rfrg bttl	3,193	2.69	8,589.17
8	—	Lustro covd 4-pc bwl st, lm	1,644	4.40	7,233.60
9	5	Republic 1½-pt uprt Freezette st	2,399	2.96	7,101.04
10	—	Tucker 16-oz tumbler w/disp	16,126	0.44	7,095.44
11	—	Sterilite corn skewers	7,949	0.89	7,074.61
12	—	Republic 2½-qt Freezette flt	2,082	3.14	6,537.48
13	—	Republic Freezette lrg mt kpr	1,914	2.96	5,665.44
14	—	Eagle 1-qt clear juice dcntr	5,266	1.07	5,634.62
15	—	Frigidaire ice cube tray	2,784	1.97	5,484.48

CLEANING & CHEMICALS

1	8	National Corn broom, economy	8,054	3.95	31,813.30
2	1	Roll-o-Matic sponge mop	1,872	10.97	20,535.84
3	11	Kellogg Captain Hook angl brm	4,008	3.86	15,470.88
4	7	Quickie automatic sponge mop	2,113	6.74	14,241.62
5	—	Gem plastic sponge mop	3,091	4.49	13,878.59
6	13	National corn broom, thrifty	2,610	5.30	13,833.00
7	—	Ballanoff copper dust pan	8,801	1.52	13,377.52
8	14	Gem deluxe sponge mop, w/scrub	1,632	7.64	12,468.48
9	—	National corn broom, janitor	1,452	8.45	12,269.40
10	—	Hoover uprite vac bags, 4-pak	13,104	0.90	11,793.60
11	—	National corn broom, 100% corn	1,572	7.46	11,727.12
12	12	Gem rayon wet mop w/scrub	2,647	4.22	11,170.34
13	—	Gem yard deck mop	3,288	3.14	10,324.32
14	—	Wring-o-Matic sponge mop	1,177	8.09	9,521.93
15	—	Eureka uprite vac bag, 2-pak	10,189	0.90	9,170.10

(Continued on page 37)

HOTSTUFF
FROM PRESTO



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PMA® PRODUCT MOVEMENT AUDIT

Coast Outlook

(Continued from page 33)

amber-colored Fireside bakeware, and the Wring-O-Matic sponge mop.

The current audit also spots the high-volume basics that are always of interest to discounters. Microwave cookware is a major seller on the West Coast, and three items geared to this use made the cookware listing, with the Nordic Micro-Go-Round moving up 10 notches to the No. 1 spot in cookware. Nordic's bacon/meat rack was No. 5 while Anchor Hocking's version was No. 12.

Four microwave items showed up on the Corning Ware listing: a browning grill retained the top place; a 10-in. browning skillet was No. 4; a microwave set was No. 8 and a 1-qt. cook 'n' pour bowl—an example of a specialty item designed for microwave oven use—was No. 15.

(Continued on page 37)

On the March

(Continued from page 33)

CLEANING & CHEMICALS
National corn broom, economy 1
Kellogg Capt Hook angle broom 3
Gem plastic sponge mop 5
National corn broom, thrifty 6
Ballanoff copper dust pan 7
Gem deluxe sponge mop w/scrub .. 8
National corn broom, janitor 9
Hoover uprite vac bags, 4-pak 10
National corn broom, 100% corn ... 11
Gem yard deck mop 13
Eureka uprite vac bags, 2-pak 14

BATH SHOP
Empire bowl brush, wood handle ... 6
Empire bath brush w/sponge 7
Borg scale, Feminique, brown 8
Kellogg bath brush, nylon 9
Borg scale, Feminique, almond ... 11
Borg scale, Williamsburg, white ... 12
Borg scale, Williamsburg, brown .. 13
Borg scale, Williamsburg, gold 14

RUBBERMAID
32-gal Roughneck can, avocado ... 2
30-gal Roughneck can, avocado ... 4
10¾" hi Rectang lndr bskt, almnd ... 7
15" hi Wastebasket, chocolate 9
10¾" hi Rectang lndr bskt, gold ... 10
22" hi Covd wastebasket, almond .. 11
Ice cube tray, single pack 12
22" hi Covd wastebasket, choc 13
22" hi Covd wastebasket, gold 15

CORNING WARE
Chef Master set, Wildflower 2
Chef Master set, Spice 3
10" Microwave browning skillet 4
10" Pie plate, French White 7
Microwave set 8
2½-qt Round cssrl, French White ... 9
3-pc French White set 10
Grab-It set 12
Casser-ette 14
1-qt Microwave Cook 'N' Pour 15

PYREX
4-qt Oblong bake dish 2
3-qt Bake dish w/basket 4
3-qt Utility dish, Fireside 6
2-qt Serving pitcher 10
1-cup Liquid measure 13

NEW ITEMS
TABLETOP
Corelle 16-pc set, gold 12
Durand 16-pc set, French Lily 13
Corelle 16-pc set, green 14

GLASSWARE
Libbey 24-pc Entertainer, Tawny 6
Libbey 24-pc Entertainer, crystal .. 15

COOKWARE
Dawo fluted tube pan, Teflon 13

GADGETS
Loft little sprout kit 13

CLEANING & CHEMICALS
Wring-O-Matic sponge mop 14

CORNING WARE
Snack-It set 5
Grab-A-Snack set 11

PYREX
2-qt Olng bk dsh, Fireside Originals . 3
2-qt Casser, Fireside Originals 4
8" sq cake dish, Fireside Originals . 15

BEST AVAILABLE COPY

HOUSEWARES

(Continued from page 34)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
BATH SHOP					
1	1	Grayline large shower caddy	7,707	5.12	39,459.84
2	3	Grayline shower caddy	6,522	3.14	20,479.08
3	6	Selfix portable wll/hnd shwr	675	8.99	6,068.25
4	5	Kellogg bowl brush, plastic	6,167	0.98	6,043.66
5	2	Selfix shampoo spray	2,629	1.97	5,179.13
6	—	Empire bowl brsh, wd hndl	4,331	0.98	4,244.38
7	—	Empire bath brush w/sponge	1,755	2.33	4,089.15
8	14	Borg scale, Feminique, brwn	167	23.39	3,906.13
9	—	Kellogg bath brush, nylon	2,598	1.43	3,715.14
10	7	Borg scale, Futura, White	256	14.39	3,683.84
11	—	Borg scale, Feminique, almond	149	23.39	3,485.11
12	—	Borg scale, Williamsburg, white	155	19.79	3,067.45
13	—	Borg scale, Williamsburg, brown	149	19.79	2,948.71
14	—	Borg scale, Williamsburg, gold	148	19.79	2,928.92
15	8	Borg scale, Futura, gold	200	14.39	2,878.00
RUBBERMAID					
1	7	32-gal Roughneck can, choc	1,940	23.35	45,299.00
2	11	32-gal Roughneck can, avocado	1,475	23.35	34,441.25
3	1	30-gal Roughneck can, choc	1,344	23.35	31,382.40
4	—	30-gal Roughneck can, Avoc	1,093	23.35	25,521.55
5	9	10¾" high Rect Indry bskt, chc	4,686	5.21	24,414.06
6	3	12" Slide-out drawer, almond	2,315	8.95	20,719.25
7	—	10¾" high Rect Indry bskt, almnd	3,654	5.21	19,037.34
8	5	16" Slideout drawer, almnd	1,894	9.85	18,655.90
9	—	15" high Wastebasket, choc	4,158	4.31	17,920.98
10	—	10¾" hi Rct angl Indry bskt, gld	3,201	5.21	16,677.21
11	—	22" hi Covered wstbskt, almnd	2,171	7.55	16,391.05
12	—	Ice cube tray, single pak	26,325	0.62	16,321.50
13	—	22" high Covered wstbskt, choc	2,148	7.55	16,217.40
14	6	Twin turntable, almond	4,101	3.86	15,829.86
15	—	22" high Covered wstbskt, gld	1,987	7.55	15,001.85

PMA®

PRODUCT MOVEMENT AUDIT

Coast Outlook

(Continued from page 34)

Housewares that are used for the summer canning and home entertainment seasons also scored high on the PMA, particularly in the gadgets, plastics and glassware categories.

Home canning items included a Foley coated jar lifter and a Trend 4-qt. steamer-basket as Nos. 3 and 8 on the gadgets listing. Neither was on the previous audit. General Housewares' Granitware 21-qt. canner jumped into No. 2 on the cookware audit after failing to show up on the previous report.

Home entertainment items were even more pronounced in the latest PMA.

Libbey 24-pc. Entertainer sets in crystal and Tawny tones debuted as Nos. 6 and 15 on the glassware report along with a 7-oz. Margarita glass as No. 4, while ice cube trays showed up on plastics (Frigidaire tray as No. 15) and Rubbermaid (as No. 12). A Flambeau Ice-e-pop reappeared on plastics as No. 5, and an Irvin six-wing corkscrew returned as No. 10 on the gadgets report.

Discounters and other retailers, while keeping a sharp eye out for new products, haven't ignored the staples, particularly those basics that are important on a seasonal basis and have to be available in depth at the start of a season to capture maximum volume.

It's this concern for ongoing current sales that's behind the strong showing on the PMA of housewares targeted for canning and home entertainment. This concern also was the key to such other items as seven scales appearing on the bath shop report and six items with non-stick finishes showing up on the cookware audit.

As for the new items, perhaps the key products to debut on the current PMA were Corning Glass's Corelle 16-pc. sets, with gold and green as Nos. 12 and 15 (white and Woodland just failed to make the top 15).

The 16-pc. sets for Corelle are part of the manufacturer's plan to offer a broad array of set sizes to appeal to as wide a market as possible. Thirty-five-piece sets will be introduced for the first time at the show for Corelle as the large count parallels the 43-pc. sets introduced at the January housewares show for Expressions.

At the same time, Corning Glass will introduce Traditions as another dinnerware line, with sets available in 45-pc. and 20-pc. versions. Four patterns will be shown, including Spice which matches the Spice design used on Corning Ware.

The bottom line is that the

(Continued on page 64)

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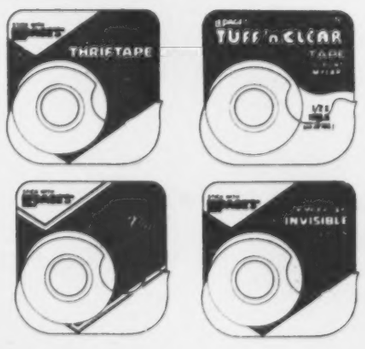

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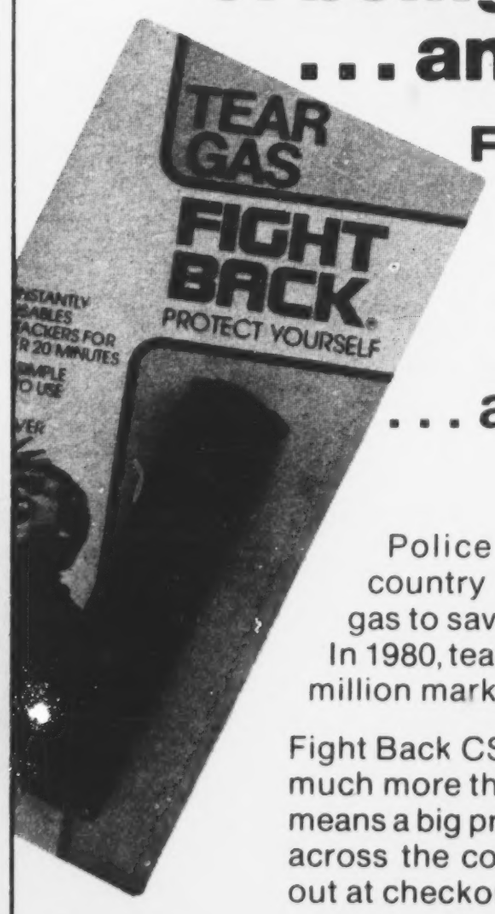

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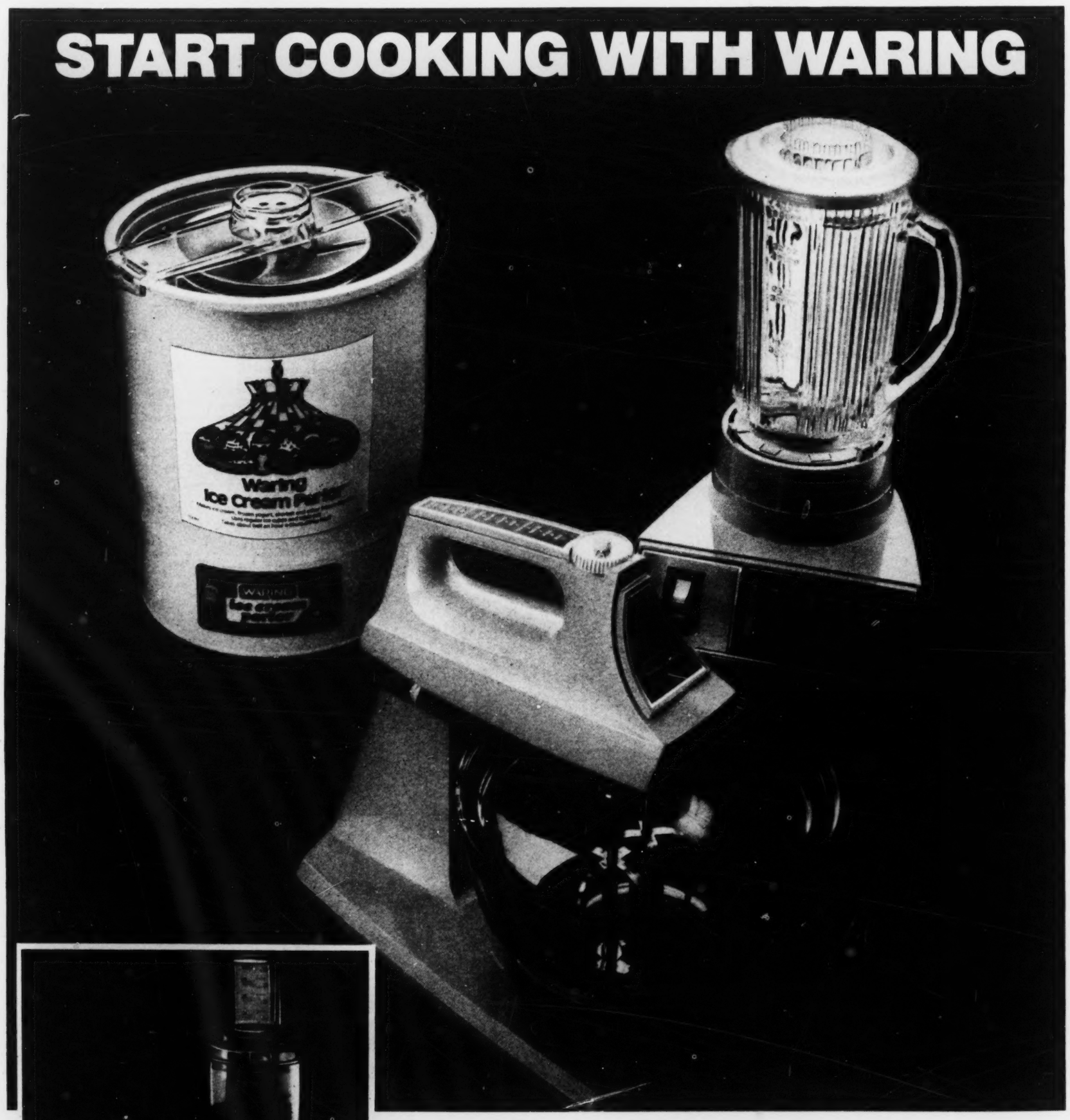

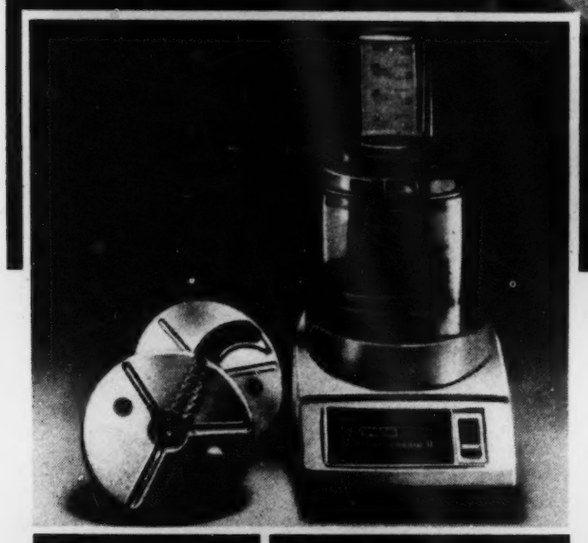

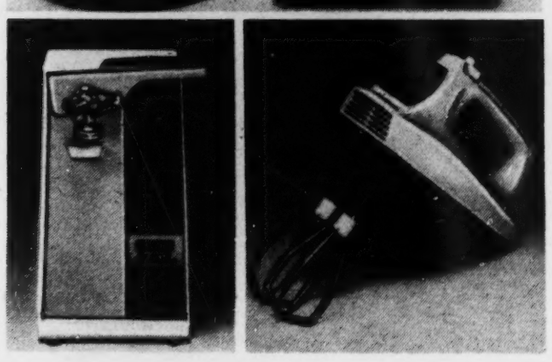

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Housewares Show

Rose's Canning, Freezing Items Hottest in Dept.

HENDERSON, S.C.—Rose's is using the recent resurgence in canning and freezing sales to provide its housewares department with a strong traffic draw that also reaps a reasonable profit base.

Buyer Larry Branch proclaimed that the category was the hottest in the chain's housewares department this year and expected to gain a 33.3% sales increase in '81. The category also rang up a 33.3% sales increase the previous year compared to flat sales the year before.

The category is promoted three times during the June to September canning season, with gross margins averaging around 25% on ad. The chain competitively prices pressure cookers—which are stretched from the off-season selection of 4-, 6-, 8- and 12-qt. cookers to include the 14- and 16-qt. cookers during the summer months. Gross margins on cookers range from 20% to 25% everyday, and are priced from $23.97 to $49.95 during the season.

The category's best traffic draw is its wide assortment of freezer containers and jars: pint regulars everyday priced at $3.77, and on sale for $2.77; wide-mouth regulars, everyday $4.77, on sale for $3.77. The chain runs close to the cost (between a 15% and 18% gross margin) on these items.

Other accessories such as the funnels, stainless steel bowls and colanders provide the profit power to the category, pulling in 40% to 45% gross margins and rarely participating in the promotional activity.

Coast Outlook

(Continued from page 37)

manufacturer will now offer dinnerware in four different count sets and in 16 different designs, include three patterns that match either Corning Ware or Pyrex designs. (Another design, Blue Heather, was discontinued in January.)

Despite the dominance of the tabletop area by Corning dinnerware, discounters and other retailers continue to merchandise other lines to offer consumers the broadest possible choice. That there is a market for other dinnerware is seen in Durand's French Lily set debuting on the tabletop report as No. 13.

Among the other new items was a Wring-O-Matic sponge mop as No. 14 in cleaning and chemicals. Heavy TV ads generated demand for this type of item, with Wring-O-Matic capturing sales because of the lower price as compared to TV promoted products.

An overview shows that the current report contained 13 new items and 83 that have moved up five or more places from the previous report. These 83—55% of the total PMA—are an unusually large number of high risers. They show that housewares, while predominantly a basic category, has lots of room for wide fluctuations in consumer demand, both on a seasonal basis and in response to fashion trends.

PMA®

PRODUCT MOVEMENT AUDIT

New Fashions, Staples Spark Northeast Sales

By Harold Rubin
President,
HalMar Inc., Distributors

New items in fashion housewares, like the strawberry look in glassware and dinnerware, along with the strong showing of staples like disposable cookware, marked the Product Movement Audit for the first five months of 1981.

This mix, which generated the steady housewares sales reported by discounters and other retailers during the past half year is also seen as sparking the expected stronger movement during the next six months, particularly as manufacturers play up the broad array of new items due at the housewares show.

A hint of what's coming can be found on the PMA for the Jan. 1 through May 28 period. Strawberry Shortcake was a new design on an Anchor Hocking 10½-oz. mug that showed up for the first time on the glassware audit as No. 6.

Strawberry as a fashion was also evident in the tabletop category where Corning Glass' Expressions 20-pc. dinnerware set in this design moved up two notches from the last report to No. 6 in the latest audit.

These two items are just the tip of a larger trend which has seen both the Strawberry Shortcake character and the strawberry look appearing on virtually any housewares item that can be imprinted with a design. This ranges from mugs and lunchboxes to placemats and tray tables.

The importance of this trend goes beyond the strong consumer interest in this fashion.

(Continued on page 50)

Up 'n' Coming

The following "New Products" chart lists items (and their rank) that are appearing on the HalMar PMA for the first time. The "High Risers" chart lists items (and their rank) that have moved up five or more places from the previously published audit.

Category/Items	Rank
NEW PRODUCTS	
TABLETOP	
Corelle 16-pc set, gold	1
Corelle 16-pc set, Woodland	2
Corelle 16-pc set, green	3
Corelle 16-pc set, blue	9
Corelle 16-pc set, white	12
GLASSWARE	
Anchor Hocking 10½-oz mg, St Stk	6
Libbey 12-pc set, Spirits & Ale	7
Libbey 12½-oz bv, Brkshr, 8-pc	10
Anchor Hocking 1-lt Gst br mg	13
Libbey 25-pc set, Tavern 25	15
CORNING WARE	
Du-ette set, Cornflower	1
Snack-It set	4
French 'N' Fry set	6
Grab-It set	7
PYREX	
2-qt Oblg bk dsh, Frsd Bkwr	6
2-qt Casserole, Frsd Bkwr	8

(Continued on page 50)

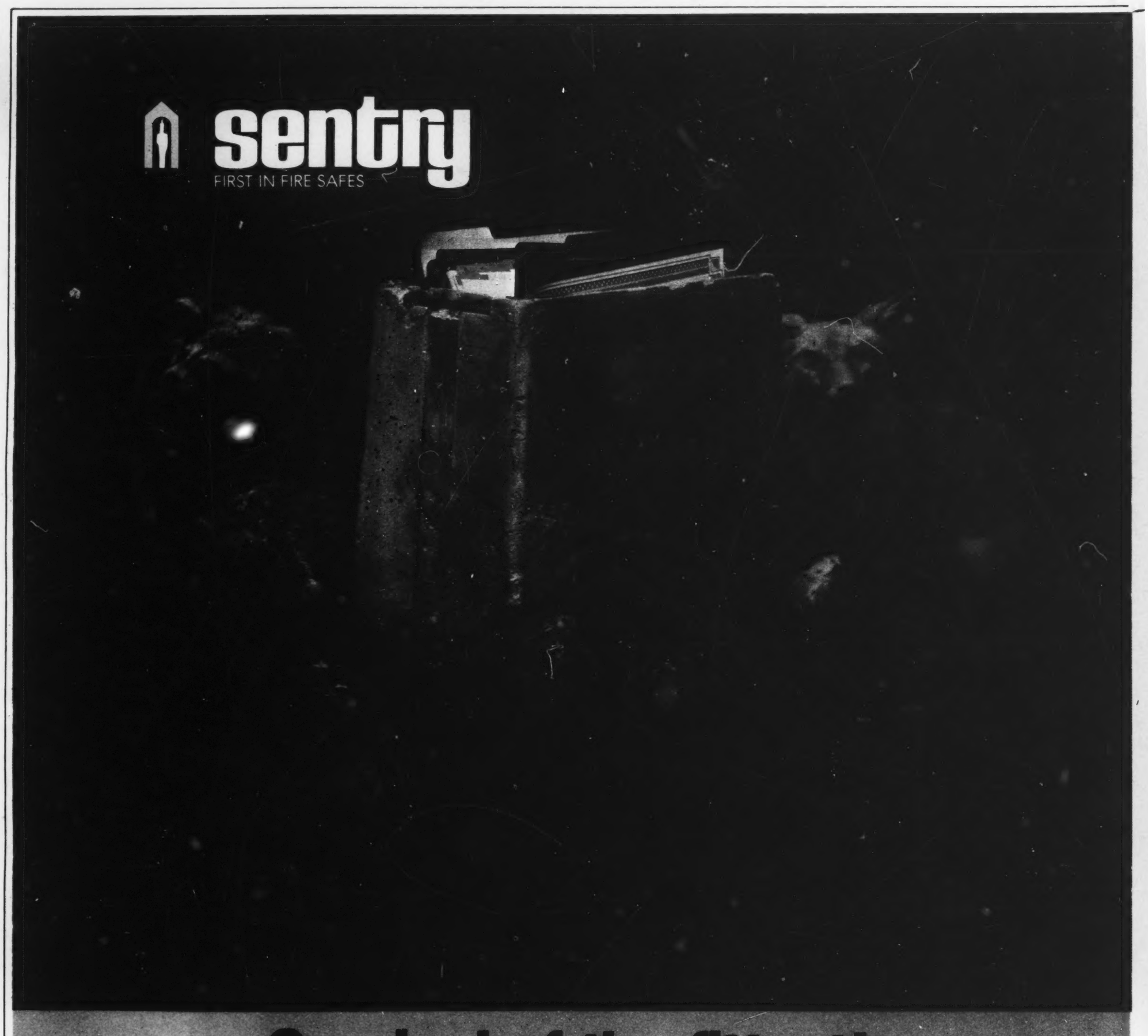
HOUSEWARES

These nonelectric housewares figures for the January-May 28 period, supplied by HalMar Inc., distributors, Holyoke, Mass., cover more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount clients.

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		CORNING WARE			
1	—	Du-ette set, Cornflower	6,695	14.39	96,341.05
2	14	Sidekick	9,381	8.09	75,892.29
3	—	Casser-ette	8,911	7.55	67,278.05
4	—	Snack-It set	4,761	10.97	52,228.17
5	1	3-pc French White set	882	38.69	34,124.58
6	—	French 'N Fry set	796	38.69	30,797.24
7	—	Grab-A-Snack set	2,678	10.97	29,377.66
8	9	Grab-It set	2,613	10.61	27,723.93
9	5	Microwave set	545	44.09	24,029.05
10	—	Microwave browning grill	927	24.74	22,933.98
		PYREX			
1	5	3-qt Oblong bake dish	7,426	5.21	38,389.46
2	—	Bake, Serve & Store set, gold	2,592	13.49	34,966.08
3	3	3-qt Bake dish w/basket	2,265	14.39	32,593.35
4	9	2-qt Bake dish w/basket	3,555	8.99	31,959.45
5	13	Bake, Serve & Store set, Woodland	2,359	13.49	31,822.91
6	—	2-qt Oblong bake dish, Frsd Bkwr	1,712	15.47	26,484.64
7	11	1½-qt Casserole w/basket, Fireside	3,253	8.09	26,316.77
8	—	2-qt Casserole, Fireside Bakeware	1,371	15.47	21,209.37
9	—	8" sq cake dish w/basket	2,506	8.09	20,273.54
10	—	6-oz Custard cup	6,105	3.14	19,169.70

(Continued on page 50)

Caldor, Natick, Mass., uses an open look for cookware by displaying samples of sets on gondola shelves, while samples of individual cookware are shown on top of boxed goods. *(DSN photo)*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BEST AVAILABLE COPY

HOUSEWARES

(Continued from page 43)

COOKWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Ekco 13" oblong ck pn, Bkr's Scrt	10,059	3.41	34,301.19
2	2	Ekco 17¼ cookie sht, Bkr's Scrt	6,935	3.86	26,769.10
3	4	Ekco 12-cup muffin pn, Bkr's Scrt	6,456	4.13	26,663.28
4	3	Ekco 15¼" cookie sht, Bkr's Scrt	6,637	3.41	22,632.17
5	5	Ekco 14¼" roast pan, Bkr's Scrt	4,136	4.67	19,315.12
6	—	Ekco pizza pan, Baker's Secret	5,502	3.41	18,761.82
7	7	Ekco 9¼" loaf pan, Baker's Secret	5,867	3.05	17,894.35
8	6	Ekco 17¼" cookie sheet	6,312	2.42	15,275.04
9	—	Ekco 6-cup muffin pn, Bkr's Scrt	4,388	3.41	14,963.08
10	9	Ekco 13¼" cookie sht, Bkr's Scrt	5,066	2.69	13,627.54
11	15	Nordic Ware 12-cup bundt pn, gld	1,766	7.64	13,492.24
12	—	Ekco 10¾" bsct/brwn pn, Bkr's Scrt	4,682	2.69	12,594.58
13	—	Enterprise Alumn whsting tkttl, gld	1,616	6.65	10,746.40
14	—	Ekco 8" round ck pn, Bkr's Scrt	4,781	2.24	10,709.44
15	—	Anchor Hocking microwave bcn rck	1,701	6.29	10,699.29

GADGETS

1	1	Swing-A-Way portbl bnd cn opnr	5,304	3.86	20,473.44
2	3	Rhodes timer, white	2,366	7.19	17,011.54
3	5	Rhodes timer, gold	1,971	7.19	14,171.49
4	4	Ekco 3-way can opener	9,180	1.52	13,953.60
5	2	Ekco can opener w/bottle opener	14,501	0.89	12,905.89
6	12	Ekco 8-wing egg beater	2,718	4.04	10,980.72
7	10	Ekco 2⅛" barrel rolling pin	2,752	3.59	9,879.68
8	8	Ekco peeler	15,904	0.62	9,860.48
9	—	Bonny Scoop Master	2,099	4.67	9,802.33
10	9	Ekco can opener, plastic handle	4,054	2.24	9,080.96
11	—	Bonny pastry brush	4,539	1.97	8,941.83
12	7	Chaney meat thermometer	4,291	2.06	8,839.46
13	—	Range Kleen 6" reflector pan	3,478	2.47	8,590.66
14	—	Range Kleen 8" reflector pan	2,899	2.92	8,465.08
15	—	Gemco food chopper	3,701	2.24	8,290.24

TABLETOP

1	—	Corelle 16-pc set, gold	10,595	31.49	333,636.55
2	—	Corelle 16-pc set, Woodland	10,273	31.49	323,496.77
3	—	Corelle 16-pc set, green	9,971	31.49	313,986.79
4	6	Expressions, 20-pc set, Wildflower	3,299	63.89	210,773.11
5	10	Expressions, 20-pc set, Indian Summer	3,210	63.89	205,086.69
6	8	Expressions, 20-pc set, Strawberry	2,802	63.89	179,019.78
7	4	Dimension IV 16-pc set, Cinnamon	3,717	38.69	143,810.73
8	11	Expressions 20-pc set, Meadow	2,178	63.89	139,152.42
9	—	Corelle 16-pc set, blue	2,947	31.49	92,801.03
10	7	Dimension IV 16-pc set, Citrus	2,143	38.69	82,912.67
11	5	Dimension IV 16-pc set, Almond	1,441	38.69	55,752.29
12	—	Corelle 16-pc set, white	1,776	29.69	52,729.44
13	3	Corelle 20-pc set, Woodland	1,203	38.69	46,544.07
14	9	Corelle 20-pc set, blue	875	38.69	33,853.75
15	2	Corelle 20-pc set, green	704	38.69	27,237.76

GLASSWARE

1	4	Anchor Hocking 24-pc st, Nwprt Crstl	2,359	12.59	29,699.81
2	1	Anchor Hocking 24-pc st, Nwprt gld	2,269	12.59	28,566.71
3	—	Anchor Hocking 24-pc st, Shrwd Brn	2,277	12.14	27,642.78
4	—	Anchor Hocking 24-pc st, Shrwd Crstl	2,123	12.14	25,773.22
5	—	Anchor Hocking Snoopy Bank	12,071	1.52	18,347.92
6	—	Anchor Hocking 10½-oz mg, Stwby Sh	11,164	1.52	16,969.28
7	—	Libbey 12-pc set, Spirits & Ale	846	17.09	14,458.14
8	—	Libbey 12-oz bev, Oriental, 8-pc	1,740	8.00	13,920.00
9	—	Libbey 12-oz red wine, Citation	2,054	6.11	12,549.94
10	—	Libbey 12½-oz bev, Berkshire, 8-pc	1,404	8.63	12,116.52
11	5	Anchor Hocking 7-pc tbl srvc st, prsct	1,326	8.99	11,920.74
12	3	Anchor Hocking 11-pc tbl srvc st, prsct	992	11.69	11,596.48
13	—	Anchor Hocking 1-liter Gusto br mg	2,980	3.77	11,234.60
14	—	Anchor Hocking 12-oz bev, Roses	2,872	3.86	11,085.92
15	—	Libbey 25-pc set, Tavern 25	632	17.09	10,800.88

(Continued on page 52)

Here's the product 9 out of 10 super glue users have been hoping someone would invent

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PMA® PRODUCT MOVEMENT AUDIT

New Fashions

(Continued from page 43)

It can also be found in the more sophisticated marketing being done by a growing number of housewares manufacturers as they cross-merchandise and relate different products.

Strawberry Shortcake is being used to relate mugs to vacuum bottles to lunchbox kits, etc. But, the tie-in idea is also showing up in the cross-merchandising of the same design or pattern for tabletop and cookware products, for example.

This marketing being undertaken by a number of manufacturers means that discounters and other retailers can now use fashion to more easily upscale their housewares department. Conventional department stores have stepped up their housewares departments by putting together related items on their own. The cross-merchandising now being carried out by manufacturers should enable discounters to do the same thing in their self-service environment.

Discounters, in carrying out

(Continued on page 52)

Up 'n' Comers

(Continued from page 43)

HIGH RISERS

GLASSWARE
Anchor Hocking 24-pc st, Shrd Brn . 3
Anchor Hocking 24-pc st, Shrd Crsl . 4
Anchor Hocking Snpy Bnk 5
Libbey 12-oz bev, Orntl, 8-pc 8
Libbey 12-oz rd wn, Citation 9
Anchor Hocking 12-oz bev, Rses . . 14

COOKWARE
Ekco pizza pan, Bkr's Scrt 6
Ekco 6-cp mffn pn, Bkr's Scrt 9
Ekco 10¾" bct pn, Bkr's Sct 12
Enterprise alm whst tekttl, gld 13
Ekco 8" rnd ck pn, Bkr's Scrt 14
Anchor Hocking mcrwv bcn rck . . . 15

GADGETS
Ekco 8-wing egg beater 6
Bonny Scoop Master 9
Bonny pastry brush 11
Range Kleen 6" reflctr pan 13
Range Kleen 8" rflctr pan 14
Gemco food chopper 15

PLASTICS
Fesco 32-gal Bruiser trsh cn 1
Fesco 22-gal Bruiser trsh cn 2
Lustro-Ware 11-qt rnd dcntr 4
Foley nylon spatula 5
Dmnd Mkt divd plt, Ssm Strt 6
Loma 32-gl rfgrtr cntr locklid 9
Eagle straws, Mickey Mouse 12

CLEANING & CHEMICALS
Texize 32-oz Fantastic refill 2
Johnson 14-oz Wood Pledge 3
Texize 32-oz Glss Pls w/pstl 6
Drackett 10-oz Enddust 8
Texize 32-oz Glass Plus, refill 10
Clorox 32-oz Liquid Plumber 11

BATH SHOP
Magnolia padded tlt st, blck 4
Magnolia padded tlt st, brwn 5
Magnolia sqr bck tlt st 10
Selfix towel ring 11
Selfix two hooks 14

RUBBERMAID
10¾" hi Rct lndr bskt, almnd 3
24½" hi Slf-clsg wstbskt, choc 4
22" hi Covered wstbskt, choc 5
10¾" hi Rctng lndry bskt, yllw 10
22" hi Covered wstbskt, gld 11
22" hi Covered wstbskt, yllw 15

CORNING WARE
Sidekick 2
Casser-ette 3
Microwave browning grill 10
6-cup Teapot, Spice 13
Microwave rack 15

PYREX
Bake, serve & store set, gld 2
Bake, srv & str st, Wdlnd 5
8" sq Cake dish w/bskt, Frsd 9
6-oz Custard cup 10
1-qt Liquid measure 13
1-pt Liquid measure 14

PMA®

PRODUCT MOVEMENT AUDIT

New Fashions

(Continued from page 50)

any fashion tradeup of housewares, shouldn't lose sight of the basics that still account for most of the department's action.

Despite the appearance of 16 new items in four categories—tabletop, glassware, Corning Ware and Pyrex—basic housewares accounted for 134 products on the PMA.

These items make up a cross section of the housewares relied on by discounters for steady, productive sales. The bath shop is a good case in point. The Selfix portable shower spray, No. 2, and shampoo spray, No. 7, have appeared on almost every report. At the same time, toilet seats have become a basic in response to consumers' becoming more interested in home maintenance. The current report lists five Magnolia toilet seats, one molded, three padded and one square-back model.

The same array of staples that has been found regularly on PMA reports in the past, along with items that have become basics in the past year or so, can be found in other categories.

The plastics examples include Eagle SuperSeal containers in the Nos. 13 and 14 spots, and Demand Marketing's Sesame Street plate in No. 6 as the newer staples, joining such items as Republic Freezette containers, Nos. 8 and 10, that have appeared steadily in past audits.

Cleaning and chemicals perhaps has a greater number of items that show up repeatedly on the PMA than most other categories. Johnson's line of Pledge wood polishers, 3M Scotch Guard, Drackett's Drano and Endust, and Texize's Fantastic cleaner are chemicals that discounters and other retailers regularly turn to to draw traffic.

The close scrutiny of basics includes tracking fashion in the case of Rubbermaid. The current report has chocolate as the dominating color on six items with gold on three, yellow on two and almond, white and blue on one each.

What hasn't yet shown up on the Rubbermaid report is the one color seen as the new fashion for fall: red. Red's appearance reflects the start of a swing away from earth tone shades to primary colors as the new fashion direction for plastic goods and related housewares.

As for the new items that made the report, the glassware listing includes two sets that are geared for in-home entertaining: Libbey's 12-pc. Spirits & Ale and 25-pc. Tavern 25 sets. These sets feature larger-size glassware. Large size is also behind the showing of Anchor Hocking's 1-liter Gusto beer mug, which debuted on the report in the No. 13 spot.

While consumers went after larger sizes in glassware, small was important in tabletop, where Corning Glass' Corelle 16-pc. sets in five different patterns premiered as Nos. 1, 2, 3, 9 and 12. These smaller-quantity sets beat out 20-pc. Corelle sets, which had long been a sta-

(Continued on page 61)

HOUSEWARES

(Continued from page 50)

PLASTICS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Fesco 32-gal Bruiser trash can	630	20.69	13,034.70
2	—	Fesco 22-gal Bruiser trash can	858	14.39	12,346.62
3	9	Travco spaghetti server	5,387	1.16	6,248.92
4	—	Lustro-Ware 11-qt round decanter	3,101	1.97	6,108.97
5	—	Foley nylon spatula	6,707	0.89	5,969.23
6	—	Dmnd Mrktng dvdd plt, Sesame Street	1,635	3.23	5,281.05
7	8	Lustro-Ware dust pan	4,162	1.25	5,202.50
8	2	Republic 1-qt uprite freezette	1,721	2.96	5,094.16
9	—	Loma 32-gal refrigerator cntn, locklid	392	12.32	4,829.44
10	2	Republic 1-pt uprite freezette	1,603	2.96	4,744.88
11	6	Lustro-Ware 11-qt hvy dty pl, alm	1,778	2.60	4,622.80
12	—	Eagle straws, Mickey Mouse	4,796	0.89	4,268.44
13	13	Eagle 80-oz oblong SuperSeal	2,069	2.06	4,262.14
14	11	Eagle 44-oz oblong SuperSeal	2,561	1.61	4,123.21
15	7	Tucker 22-gal trash can	522	7.55	3,941.10

CLEANING & CHEMICALS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Johnson 14-oz Pledge, lemon	10,356	2.96	30,653.76
2	10	Texize 32-oz Fantastic refill	10,658	2.51	26,751.58
3	—	Johnson 14-oz Wood Pledge	6,240	2.96	18,470.40
4	5	Johnson 14-oz Pledge	5,426	2.96	16,060.96
5	1	3M 16-oz Scotch Guard	2,801	5.39	15,097.39
6	—	Texize 32-oz Glass Plus w/pistol	5,553	2.15	11,938.95
7	7	Drackett 26-oz Drano	3,192	3.50	11,172.00
8	—	Drackett 10-oz Endust	2,952	3.77	11,129.04
9	4	White Labs 160-oz X-14 mldw rmvr	3,538	3.14	11,109.32
10	—	Texize 32-oz Glass Plus, refill	6,384	1.70	10,852.80
11	—	Clorox 32-oz Liquid Plumber	5,466	1.97	10,768.02
12	8	Johnson 27-oz Future	2,414	4.04	9,752.56
13	6	Liquid Gold 14-oz aerosol	2,465	3.95	9,376.75
14	12	Drackett 48-oz Vanish	3,756	2.33	8,751.48
15	9	Glamorene 24-oz Spray 'N Vac	2,200	3.50	7,700.00

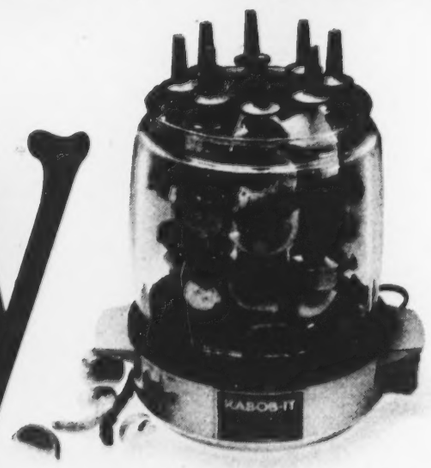
BATH

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Magnolia molded toilet seat, white	2,480	9.44	23,411.20
2	1	Selfix portable shower spray	1,744	8.95	15,608.80
3	7	Magnolia padded toilet seat, white	888	17.54	15,575.52
4	—	Magnolia padded toilet seat, black	667	17.54	11,699.18
5	—	Magnolia padded toilet seat, brown	648	17.54	11,365.92
6	5	Selfix twin hooks, 2-pk	9,116	1.16	10,574.56
7	3	Selfix shampoo spray	5,108	1.97	10,062.76
8	6	Ekco 18" towel bar, chrome	3,605	2.24	8,075.20
9	8	Selfix toilet tissue holder	5,368	1.43	7,676.24
10	—	Magnolia square back toilet seat	590	12.59	7,428.10
11	—	Selfix towel ring	4,831	1.43	6,908.33
12	12	Ekco toilet tissue holder, chrome	3,174	2.15	6,824.10
13	—	Selfix toothbrush/tumbler holder	5,531	1.16	6,415.96
14	—	Selfix two hooks	7,912	0.80	6,329.60
15	10	Ekco 24" towel bar, chrome	2,295	2.60	5,967.00

RUBBERMAID

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	10¾" high rect lndry bskt, choc	4,071	5.21	21,209.91
2	6	10¾" high rect lndry bskt, gld	3,443	5.21	17,938.03
3	—	10¾" hi rect lndry bskt, almnd	3,296	5.21	17,172.16
4	—	24½" hi self-closing wstbskt, choc	2,180	7.55	16,459.00
5	—	22" hi covered wastebasket, choc	2,104	7.55	15,885.20
6	3	Bath mat, white	5,266	2.96	15,587.36
7	7	11½" dp square dishpan, choc	5,039	2.87	14,461.93
8	11	Bath mat, blue	4,773	2.96	14,128.08
9	1	Bath mat, choc	4,769	2.96	14,116.24
10	—	10¾" hi Rectangle lndry bskt, yllw	2,627	5.21	13,686.67
11	—	22" hi Covered wastebasket, gold	1,639	7.55	12,374.45
12	9	Deluxe dish drainer, choc	2,163	5.66	12,242.58
13	—	Wrap and bag organizer	2,697	4.49	12,109.53
14	8	5¼" deep Dishpan, gold	4,208	2.87	12,076.96
15	—	22" hi Covered wastebasket, yellow	1,592	7.55	12,019.60

Wear-Ever's the way to cook today.



Expanded Programs Tested In Dinnerware, Glassware, Plastics by Magic Mart

LITTLE ROCK, Ark.—Magic Mart, planning to expand its housewares department by fall, is testing new dinnerware, glassware and plastics programs.

If successful, the tests will allow the chain to double its dinnerware assortment to approximately 20 sku's, add a 4-ft. section of bulk glassware—stemware, beer mugs and bowls—and introduce a plastic storage line into the department.

The expanded programs will strengthen and unify the department, buyer Tom Brewer said, particularly in dinnerware where the current program "is too fractured." Expanding dinnerware will flesh the section out into more of a department that can then be clearly identified, he said.

The new program—currently being tested in 10 stores, with a chainwide rollout due in late summer/early fall—will double the chain's dinnerware assortment from the 10 sku's currently in stock and lift the top-of-the-line price point from "the mid-$30 range" to roughly $39.99 for a 20-pc. stoneware set. The larger assortment may eventually lead to a new presentation, but for now the new items will be stocked alongside existing products, he added.

"Forty dollars is the psychological barrier in housewares," Brewer said. "Our customers are reluctant to go beyond that in this department."

In the expanded category, stoneware dinner service will account for the greatest number of sku's; ironstone will fill in the $20 price point area sku's, and Corelle will make up the difference.

Brewer said he is currently looking at Corning's new Traditional patterns: "They look good and we'll probably get involved in the program," he said, trading off basic Corelle lines for space and mix control.

Brewer will continue to confine his assortment to 20-pc. sets, "again, because the larger sets take us over that $40 price point," and will stock completer sets in solid colors that will go with the pattern stoneware that he carries.

In glassware, the chain will be testing a 4-ft. section of loose (unpackaged) Durand stemware, which will retail for around $1.50 apiece. Mixed into the test section, Brewer said, is a sprinkling of beer mugs and bowls: "Everyday items, not giftware." The mugs will also carry an under-$2 price tag, in part because "we carried $2 and $3 coffee mugs at one time, and they didn't do very well for us," he said.

The chain is also experimenting with the new high-tech storage containers and bins, and at presstime had just moved one 4-ft.x 12-ft. base full of the crates and bins (in coordinated colors) onto the floors of five stores.

The chain also plans to do some experimenting with Rubbermaid's hot-color plastic plates and mugs.

Meijer's Serves Up a Heaping Portion of Dinnerware

High-profile Meijer's Thrifty Acres uses a middle shelf for its 20-plus-sku ironstone and stoneware assortment, then masses walkaway stock above and below. *(DSN photo)*

New Fashions

(Continued from page 52)

ple on the audit. The 20-pc. sets were Nos. 13, 14 and 15.

The interest in 16-pc. sets was presaged earlier this year with the introduction of Dimension IV in 16-count sets. These items were No. 7, 10 and 11 on the current report.

The reason for the stronger showing of 16-pc. sets, of course, is the lower retail price. But, shoppers are still willing to spend more dollars for fashion as is evident from 20-pc. higher-priced Expressions sets capturing the Nos. 4, 5, 6 and 8 places, beating out most of the Dimension IV items and all of the 20-pc. Corelle listings.

Fashion was also a factor in the appearance of two new Pyrex Fireside products, a 2-qt. oblong bake dish and a 2-qt. casserole in metal servers. These are further extensions of the Fireside line.

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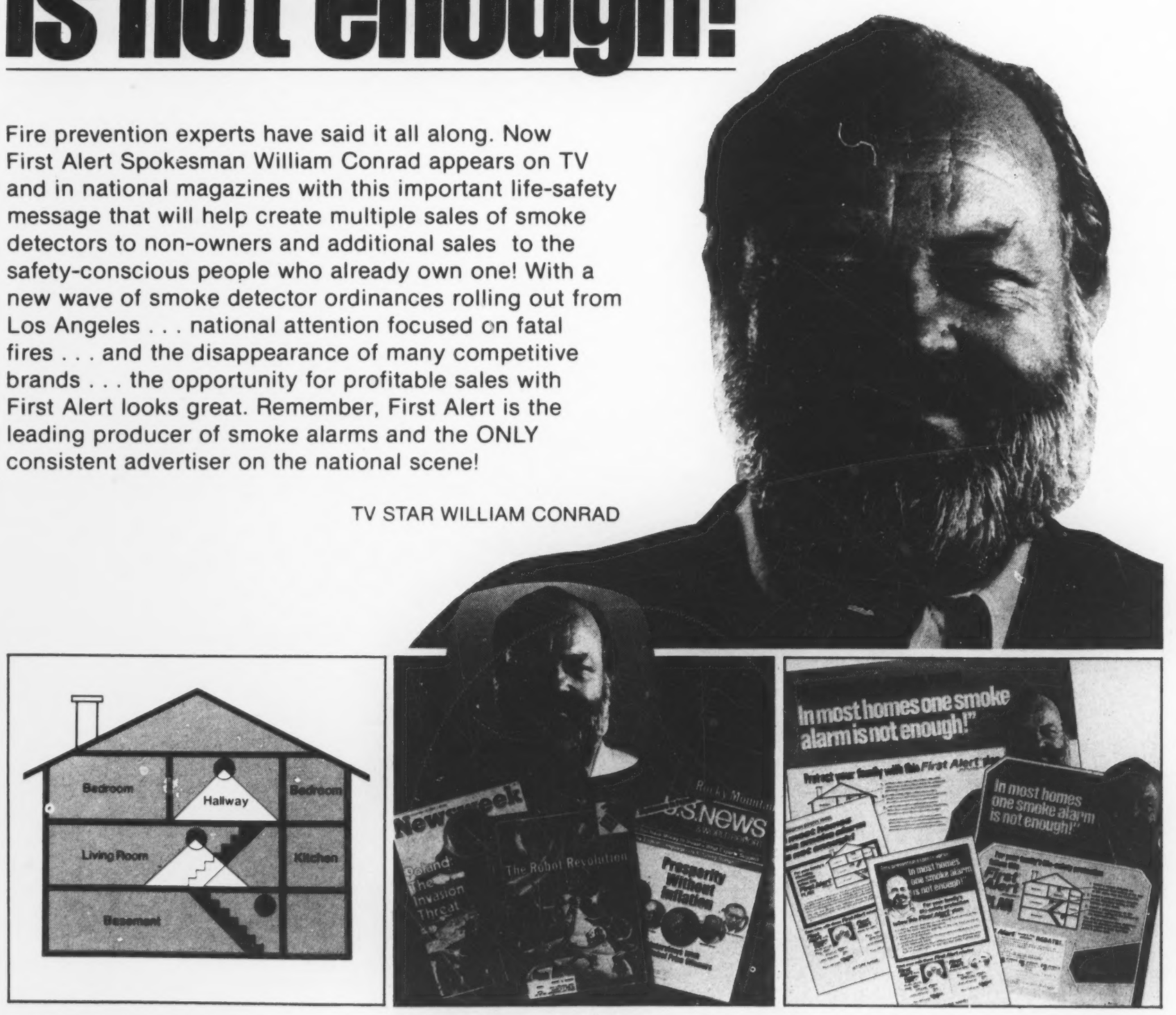
TV STAR WILLIAM CONRAD



The First Alert Plan Sells every-level protection. For the typical two-story house it recommends Escape Light™ smoke detectors on first and second floors, plus a regular First Alert in the basement.

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